

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

VOL. LIV.

NEW YORK, FEBRUARY 14, 1906.

No. 7.

## THE STORY IS WORTH REPEATING

and warrants consideration on the part of the man, firm or agent spending enough money in advertising To Care How It Is Spent.

## THE STAR LEAGUE IN INDIANA,

collectively and individually, made greater per cent gains in Foreign, Local and Classified advertising during the year 1905 than any one or combination of papers "of the same number" in the United States.

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**THE INDIANAPOLIS STAR**, daily circulation in excess of **83,000**, nearly as great as the combined circulation of all other Indianapolis daily papers.

**THE MUNCIE STAR**, daily circulation in excess of **27,000**, more than ten times that of its next nearest competitor.

**THE TERRE HAUTE STAR**, daily circulation in excess of **20,000**, more than double that of its next nearest competitor.

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One of the Star League papers is delivered every morning to nearly one-third of the homes in the entire State of Indiana.

The enormous gains in advertising are due directly to results obtained by advertisers.

As an advertiser you know what would make you Take Up A New Medium—continue in one you were already using or increase your appropriation.

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Eastern Representative,  
**C. J. BILLSON,**  
Tribune Bldg., N. Y. City.

Western Representative,  
**JOHN GLASS,**  
Boyce Bldg., Chicago.

**N**EWSPAPER men all admit that the Rowell Newspaper Directory is the only one published that has the confidence of general advertisers.

It may be noted also that it inserts no newspaper advertisements on any other terms than for cash payment, and that it is neither issued nor controlled by an advertising agency.

It gives to every advertisement, that it accepts, a place in the body of the book in a position that may be designated as "facing reading matter."

It permits newspapers to tell a story of their own in a "Publisher's Announcement" that is in fact "pure reading matter" and nothing else.

Every displayed advertisement inserted in the book entitles the advertiser to a free copy of the Directory, which is sold alone for \$10.00 cash and for no less.

Finally, it may be noted that the price asked for displayed advertisements is \$50.00 a page, \$30.00 half page, \$20.00 quarter page, while most of the so-called advertising agents' hand books, blue books, manuals and what not, taking their pay in exchange advertising, and extracting their information mainly from the Rowell Directory, while giving a confessedly poorer service, exact a higher price. Swaps are always intended to outwit somebody.

Last of all, it should be plainly understood that advertisements from any but first-class papers are not desired. **Although forms close February 15 for circulation reports, there may still be a chance to insert a display advertisement for some States at a later date,**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIV.

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## HOW TO AVOID TELLING.

DOES EVERY PUBLISHER MAINTAIN  
HIS OWN PRIVATE LOOPHOLE IN  
EVERY CIRCULATION STATEMENT?

An influential member of the American Newspaper Publishers' Association has promised to introduce a preamble and resolution at the February meeting of that association, with a view not so much of arriving at a definition as of learning what will be said against the adoption of such a definition. PRINTERS' INK recently addressed every member of the association on this subject, asking for an expression of views. Among the replies that came in those of most importance, or that came earliest, are printed below, and the editor of Rowell's American Newspaper Directory has volunteered some comments on each, tending to point out possible loopholes which, maybe, might be closed if an agreed upon definition of what constitutes circulation, how it shall be ascertained and how stated should be arrived at:

## SWEARS TO PRESS REVOLUTIONS AS THE MEASURE OF CIRCULATION.

OGDEN, Utah, Jan. 27, 1906.

I believe the safest and best way for newspapers to base the circulation on, is to give the actual number printed as shown by the press register. The fact that a few numbers are unsold or wasted could then always be taken into consideration. I have tried for several years to make the proper deduction for unsold and soiled papers but have finally given it up as too hard a job for a busy man to undertake.

I enclose sworn circulation for the *Morning Examiner* and *Evening Standard*, and in both instances we have given the press register for it. This may be open to the charge that the

pressman may be instructed to run off several hundred copies and burn them or otherwise destroy them. This, however, would be foolishness for a newspaper man to do, because the waste of paper would far exceed the possible benefit of good received.

THE STANDARD PUBLISHING Co.,  
Wm. Glasmann, Mgr.

## WILL NEVER DO IT.

THE BOSTON "GLOBE."

February 1, 1906.

I shall never be a party to forcing other members of any association I belong to to adopt a definition which the majority of them will not live up to.

CHAS. J. TAYLOR, JR.

## WANTS THE BOOK MADE SMALLER.

MILWAUKEE, Jan. 25, 1906.

You ask my opinion of a matter "how shall newspaper circulation be counted." This is a difficult question to answer so long as newspaper publishers are in the habit of being so "inaccurate" as the late Andrew Elmore used to call it. As circulation managers are proverbial for their "inaccuracies" perhaps Rowell's definition of circulation is as good as any. I have always contended that the amount of money received from the public, cash receipts, to a magazine or newspaper, was a better measure of its value as an advertising medium than the single number of copies that were printed.

However, I vote for Rowell's definition to "what is circulation." You did not ask my opinion about anything else in connection with the directory; but I would recommend that the editor of the American Newspaper Directory leave off all those "XYZ" signs of the last century and begin with 1901. It would make the book much smaller than now, and quite as valuable.

A. J. AIKENS,  
Gen. Mgr. *Evening Wisconsin*.

## ADVERTISING RATES SHOULD BE BASED ON PAID CIRCULATION.

MILWAUKEE, January 30, 1906.

It took me some time to become convinced that the American Newspaper Directory was published without

prejudice. But once convinced, I have since been a steadfast believer in the book and have printed statements regularly conforming to the requirements of the publication.

I believe all advertising rates should be based upon paid circulation, not claimed, incomplete papers or press run. I believe the guaranteed paid circulation, upon which the rate card is issued, should be printed plainly upon such rate card. I believe, furthermore, every advertiser should insist upon the amount of paid circulation of the paper accepting his order, being embodied in the contract.

Every publisher must work out his own salvation. To put an end to the cheating publisher, you have a job on your hands.

L. T. Boyd,  
Manager the Milwaukee Journal.

It may be that Mr. Boyd is not aware that there are dozens of publications that charge much higher rates than the highest-priced dailies command, but do not pretend that more than half their circulation is paid for—the remainder being made up of sample copies. It would doubtless surprise Mr. Boyd, and many other publishers of daily papers to know that advertisers in the periodicals here referred to are commonly agreed that the sample copy edition of these low priced papers is the most effective part of the circulation. The periodicals referred to are known as "mail-order papers" and some of them carry advertising to the amount of hundreds of thousands of dollars annually; and their patrons people like Sears, Roebuck & Co. and Montgomery Ward & Co.—doing a mail-order business running into the tens of millions annually—regard these free distribution papers as more valuable for their purpose than almost any others that are available. The Directory definition has to be one that will fit all. What Mr. Boyd proposes would not fit the mail-order papers, and they are of so much importance that the Directory editor cannot ignore them.

COUNTS ONLY COPIES "SOLD."

Office of  
THE CHICAGO "DAILY NEWS."

January 25, 1906.

The definite thing which every discriminating advertiser who seeks to

make his advertising expenditure economically, seeks to know is how many copies of a paper are purchased by the public and paid for day by day during a year. Not how many copies are printed, not how many probable readers there are, not how many revolutions the press makes, but how many people have sufficient interest in that paper and want it badly enough to buy it, and that not on some unusual day or for some unusual news interest but day by day throughout the year.

The Chicago *Daily News* has just sent to about 19,000 people in the United States whom it believes to be directly interested or in some way related to the advertising business a facsimile copy of the official statement of the sales of the paper for every day during the year 1905. The original copy with Mr. Lawson's pen and ink signature and the affidavit of the notary before whom the signature was made and the oath taken is on file in this office. This sort of a statement has been issued for a good many years at the beginning of each year. It is issued whether the paper shows gain or loss over preceding years in the magnitude of its sales. An example of the latter situation is immediately before us in the fact that during the year 1905 the average daily sales were about 7,000 less than during the year 1904. The publisher of the *Daily News* is willing to spend several hundred dollars to send out a detailed statement showing this fact to the advertising public. Every statement of circulation made by the *Daily News* means papers which are sold and for which a cash revenue comes into the *Daily News* office. Attention to the monthly and yearly statements shows that the word "circulation" does not appear in the body of the statement. The oath is to the "actual number of copies of the paper printed and sold." The word "circulation" it is true is used in a footnote in reference to exchanges, copies used by employees, unsold and returned papers.

It has been said to the writer a good many times that Mr. Lawson can afford to make such a statement because he has a large circulation. To such people let me reply that we have in this office similar statements made during the year 1877, for which year the average daily sales were 22,037 copies. Is there any newspaper in the country with a daily circulation of that size making such statements to-day? I do not think it is improper or incorrect to say that there are to-day very few advertising agents, general advertisers or local Chicago advertisers who have really any knowledge of the situation who raise the slightest question concerning the accuracy of any statement of circulation issued from the office of the Chicago *Daily News*. It seems to me that this policy of Mr. Lawson, begun at the outset of his business career as a publisher and continued nearly thirty years, is worthy of adoption by

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REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

The start is important whether in a play or in an advertising campaign. It is desirable that the first impression of the public shall be sharp, strong and favorable.

A series of advertisements which trickles through the magazines in an irresolute, desultory way does not make a favorable impression—it makes in fact small impression of any kind. Here especially does the weekly show a marked superiority. Its action is quick—its follow-up rapid, and it imparts an impetus which the slower moving mediums cannot give.

The SATURDAY EVENING POST as an advertising campaigner is king of the weeklies; 750,000 copies each week to carry your announcement to 3,500,000 people. Shall we start your ball a-rolling?

THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

any newspaper publisher in any period of his business life, and worthy to be followed to the end. While many other things have manifestly entered into the success of Mr. Lawson as a publisher, unquestionably this honest and straightforward method of dealing with the advertising patrons who have come to him has been no unimportant foundation stone in the splendid superstructure of business success which is to-day represented by Chicago's *Daily News*.

S. S. ROGERS,  
Business Manager.

It is well known that the Directory editor regards Mr. Lawson's Chicago *News* as standing number one in the ranks of those who intend giving out honest circulation statements. Yet the Directory editor believes Mr. Lawson's statement has a loophole in it, quite large enough to serve the purpose of an unscrupulous competitor, if any such exist anywhere to make life weary for honest and successful newspaper men. Note the concluding sentence of Mr. Rogers' first paragraph quoted above. It has to do with "papers sold," the people who "have sufficient interest in that paper and want it badly enough to buy it." Would not this plan enable the representatives of the energetic Mr. Hearst to count among "copies sold," all those that are said to be sold by the cartload for grinding into pulp and producing new paper? Surely the buyer of those copies wants them badly enough to buy them; and if so, does not that fact bring the papers so sold under Mr. Lawson's definition; or near enough so to make an unscrupulous competitor, if there are any such, feel that he is within the limits while so counting such papers?

#### BELIEVES IN AND PRACTICES THE CHICAGO "NEWS" SYSTEM.

JOLIET, Ill., January 30, 1906.

We have long been familiar with Mr. Rowell's definition of circulation, and if we had followed that the *News* would have had a much larger showing in the Directory than we have reported. For instance, at the present time, we are printing 7,450 copies. Of this number we have a house delivered and mailed circulation of 7,043. Our interpretation of it will agree, I believe, with the Chicago *News*, the Washington

*Star* and other papers of that class. The *News* has pursued this rigid policy for over 15 years, and has had its circulation sworn to monthly, and kept it standing at the head of its editorial columns all these years. That explains why our foreign advertising is in excess of the average newspaper in cities the size of Joliet. Mr. Rowell is certainly entitled to a great deal of credit for even compelling recognition of his liberal definition of circulation. We also recognize the intrinsic value of PRINTERS' INK above any of its class. It has always been radically independent of even its own advertisers in its opinion, and its publication of facts. When we have money to spend in advertising it invariably goes to PRINTERS' INK.

THE NEWS COMPANY,  
H. E. Baldwin, Pres.

#### IMPROVES UPON THE CHICAGO "NEWS."

MUNCIE, Ind., January 25, 1906.

The article in the PRINTERS' INK for January headed "How Can it be Done" is a most interesting one to me for several reasons. In 1896 I went to the Chicago *Daily News* and obtained my first initiation into newspaper business, but not until I left Mr. Lawson and his notable evening paper did I fully appreciate the wonderful detail and proof of his circulation statements.

It was my good fortune to be placed in charge of the Muncie *Star's* business January 1, 1905, and am very proud to state that the circulation statements of the Star League, embracing the Muncie, Indianapolis and Terre Haute *Stars* are made with as much care, truth and accuracy as are Mr. Lawson's statements.

We are sending you enclosed a sample of our circulation statements, and we think that they will demonstrate to you that there is no rushing to cover or anything of that sort, and we are anxious that our readers and advertisers alike, should know not only our total output but the average returns, and the daily net paid circulation. One line which means a great deal reads: "Papers spoiled in printing, left over at office, filed and used in office, are not included in above figures."

Don't you think that the Muncie *Star* is on a plane as far as stating proofs of circulation goes, as is the Chicago *Daily News*?

STAR PUBLISHING CO.,  
Guy C. Pierce, Business Manager.

#### COUNTS COPIES SOLD BUT OMITS COPIES SOLD TO THE RAG-MAN.

AKRON, Ohio, January 25, 1906.

In regard to the article appearing in PRINTERS' INK of January 24th in which you define circulation as used in Rowell's American Newspaper Directory, permit me to say that I think you

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# CLEAN HOME NEWS- PAPERS OFFER THE GREATEST OUTLET FOR SALES.

¶ Manufacturers of breakfast foods, shoes, household articles, etc., etc., can study the family newspaper situation with a profit.

¶ In the introduction of an article for the home or family you will find the greatest outlet for sales through a persistent campaign of advertising in clean, home newspapers.

¶ There is generally one paper of this character in every city—the leader in circulation and advertising. Readers and advertisers both know why.

¶ When planning your advertising campaign for 1906 in Washington, Baltimore, Indianapolis and Montreal, plan to use the following clean, home, evening newspapers.

¶ Rates, sworn circulation statements, full information, etc., freely furnished on request.

***The Washington Star.***

***The Baltimore News.***

***The Indianapolis News.***

***The Montreal Star.***

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Special Representatives:

DAN A. CARROLL,  
Tribune Building,  
NEW YORK.

W. Y. PERRY,  
Tribune Building,  
CHICAGO

definition falls a little short of what it should be. "The average number of complete and perfect copies printed of each issue for a year that has expired" is a pretty fair definition, but suppose that a large or even a considerable part of those perfect and complete copies printed were not circulated, what value would they be to the advertiser?

I know this position might be questioned by saying that no publisher would care to waste white paper at the present price in order to print perfect and complete copies that were not circulated. However, they do so. In fact we have one case in this city where a paper purporting to have a circulation in excess of one thousand in a suburban town actually sends about that many papers to this town, when as a matter of fact its circulation there is just 416. The difference goes to the rag-man, and does the advertiser, of course, absolutely no good.

In making all of our statements to you for the past six years the *Beacon Journal* has followed a rule which it believes that every other paper should follow, namely—it states in its affidavit following its itemized circulation for a year that the actual number of copies were not only complete but were sold, and that the figures given were exclusive of all damaged or returned papers. This gets right down to the marrow of the bone and gives an advertiser just what he is looking for, viz., an opportunity of seeing exactly how many papers get to people who read them.

With this exception I wish to heartily endorse the attitude that you have taken in regard to placing the circulation of newspapers before the public, shorn of all ambiguities, clean-cut and to the point, so that the public may see just exactly what the circulation of any newspaper is.

THE BEACON JOURNAL Co.,

C. L. Knight, Business Manager.

Mr. Knight probably does not count as circulation the copies "sold" by him to the "rag-man" but PRINTERS' INK appeals to him whether an unscrupulous competitor, if there were any such man, might not be justified in counting such sales, under Mr. Knight's own definition, or might not think himself so justified, or might not tell the Directory editor that he did think himself so justified and on that account did include all such papers in his record of "circulation."

SO LONG AS A PAPER IS "SOLD"  
IT IS COUNTABLE.

NEWARK, N. J., January 26, 1906.

We enclose our annual circulation

statement showing that the definition of "circulation" endorsed by the Newark *Evening News* is:

Average number of complete and perfect copies of each issue, actually sold.

Of course we do not pretend to be an authority on this subject, but we think we are doing full justice to our advertisers when we only ask them to pay for a circulation consisting of copies sold.

EUGENE W. FARRELL,  
Advertising Manager Newark *Evening News*.

BELIEVES ONLY PAPERS "CIRCULATED" SHOULD BE COUNTED.

ST. JOSEPH, Mo., January 29, 1906.

The publishers of the *St. Joseph News-Press* are ardent believers in the theory that an advertiser is entitled to know just exactly what he is buying in the way of circulation—therefore we are of the opinion that the definition of circulation adopted many years ago by Rowell's American Newspaper Directory should be revised to fit modern necessities.

If a newspaper is fair and square-toed in its dealings with its clients, it should have no hesitancy whatever in being willing to furnish the average number of complete and perfect copies "circulated"—not "printed"—of each issue for the length of time desired.

Substituting "circulated" for the word "printed" eliminates any possibility of an over-production in the press room for the purpose of screwing up rates and likewise from an economical standpoint saves white paper.

In summing up—we have an inherent belief that the Rowell's American Newspaper Directory definition is altogether too liberal, because there is a substantial difference in value between complete and perfect copies "circulated and complete and perfect copies "printed."

ST. JOSEPH "NEWS-PRESS,"

H. A. Sprague, Advertising Mgr.

If Mr. Sprague will examine the dictionary definition of the word "circulated" he may discover that in the hands of an unscrupulous competitor the word is capable of distortion to cover a use of papers such as Mr. Sprague does not contemplate.

The act of circulating, or the state of being circulated; motion around or through something back to the starting point.—*Standard Dictionary*.

With this definition in mind would Mr. Sprague be much surprised if some unscrupulous competitor of his own, or of some

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Since it is true, that—

“In Philadelphia

nearly everybody reads

The Bulletin”

there can be no escape from the conclusion that the advertiser can reach nearly everybody in Philadelphia through the columns of The Bulletin.

The circulation of the Philadelphia Bulletin is larger than that of any daily newspaper published in the State of Pennsylvania.

**For the year 1905**

Net paid daily average circulation

211,134 copies a day

“The Bulletin's” circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher.

other good paper, should count all returns as papers "circulated?"

#### WHAT MR. WILLIAMS HAS KNOWN.

NEW YORK "AMERICAN,"  
NEW YORK CITY, January 24, 1906.

I do not consider Rowell's American Newspaper Directory method of ascertaining and publishing circulation to be the proper one. The number of perfect copies of a newspaper printed bear no relation whatever to the circulation of that newspaper. The circulation of a newspaper is the number of copies sold to subscribers and readers. If a newspaper allows returns, that number would be readily ascertained by deducting the returns from the number put out, and it cannot be ascertained in any other way. Returns are seldom all in for three or four days, and the newspaper that prints what its circulation was yesterday, is therefore printing what it does not know and can't prove. The advertiser who uses space would have no difficulty in getting the exact fact of circulation from the newspaper—all he has to do is to get a written guarantee accompanied by the agreement that his advertisement shall not be paid for if the guarantee is not fulfilled; that, with access to the cash books, is the only proof of circulation in my opinion worth bothering about. I have known cases where the circulation managers of papers deliberately deceived their own employers in order to aggrandize themselves.

T. T. WILLIAMS.

#### WHY NOT INDEED!

SIoux CITY, Iowa, January 26, 1906.

As to the definition of "circulation," it has always seemed to me that the metropolitan newspapers would determine the definition you seek, but I have been impressed with the thought that you clung to your own definition in a way to embarrass any attempt on their part.

I, also, accept Mr. Lawson as one of the highest type of business managers of newspapers, and if I were publishing a newspaper directory, I would affiliate with the highest type of men in the newspaper business, and would take their definition of circulation, and make it the standard—I would take Mr. Lawson's definition of circulation. If there is any objection to this, why not take the definition adopted by the Postoffice Department.

JNO. C. KELLY,  
Manager the Sioux City Tribune.

#### HABITUALLY STRAIGHTFORWARD.

PROVIDENCE, R. I., Jan. 24, 1906.

Your definition of circulation as "the average number of complete and perfect copies printed of each issue for a year that has expired," seems to me to be about as fair as a reasonable person could expect. The *Journal* and

*Bulletin* always print an equal number of extra copies for those which have been spoiled in printing. It has never occurred to us to add that number to our circulation figures.

M. S. DWYER.

#### WOULD ADD A BIG, BIG D.

PORTLAND, Ore., Jan. 31, 1906.

I rather think the Directory definition "lived up to" closely is "the thing," yet it might be strengthened just a little by adding two words after the words "copies printed" and before the word "of," and these two words are: "and circulated," making the definition read: "The average number of complete and perfect copies printed and circulated of each issue for a year that has expired."

An oath in connection with this definition I feel sure would guarantee to the advertiser the "delivery of the goods" in almost all cases. At least it would secure that result from me.

C. S. JACKSON,

Publisher the Oregon Journal.

This circulation matter had a pretty full discussion by the American Newspaper Publishers' Association several years ago, but a majority of its members were then shy on circulation statements, while at the present time fully sixty per cent are prompt to furnish the Directory editor with statements which to him seem satisfactory, but which a few publishers are beginning to assert are not as complete as an advertiser is entitled to receive. The Directory editor believes that the number of complete copies printed with sufficient perfection as to be salable to subscribers or on a newsstand is the proper measure of circulation, and what is done with them is a detail having to do not with the measure of the circulation but with the quality of it.

ONE touch of shopping makes all women kin.—*New York American*.

### Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## A GREAT BUSINESS BUILT ON CORNER COUPONS.

How long ago the newspaper publishers of this country saw that their best interests lay in attracting women readers would be difficult to say. But there is no doubt that women readers made the afternoon papers. At some period in the past—probably not more than twenty years ago—the publishers began to seek features of interest to women. Then began the fashion pages and the cooking columns, the sentimental specialists and the poetesses of passion. With them came the corner coupon, which was printed at certain intervals in daily papers and entitled readers to all sorts of premiums at moderate prices—books, sheet music, sewing silk, merchandise and what not. Some of the papers resembled department stores in the variety of their side lines, but the corner coupon paid and made circulation, and got women readers regularly, and brought advertising.

Newspaper fashions cost the publishers considerable money prior to 1892. Pictures and description were paid for like other reading matter. Some of the fashions shown were attractive, but women could not always obtain patterns to cut them, and they were regarded as far from satisfactory. In that year Horace Dumars, now advertising manager of the *Ladies' World*, New York, and George H. Bladworth, a paper pattern manufacturer, established a company that did two novel things in the paper pattern field. The first was to put upon the market a line of paper dress patterns selling at the uniform price of ten cents each, whereas the average price of patterns before then had been about twenty cents. The next was to offer these patterns to newspaper publishers, in connection with fashion articles and pictures, for use with the corner coupon. The pattern company had an extremely attractive proposition from the publishers' standpoint, for where fashion news had been purchased, it could now be had free, and the

publisher instead of paying out money for this department could sell paper patterns at a profit of several cents each. Moreover, the patterns fitted his fashion articles, and any dress shown in the paper could be made by readers at home. The *New York Recorder* was first to take up this premium, and the *St. Louis Republic* and *Philadelphia Inquirer* followed. The *Chicago Herald* adopted the patterns and printed one coupon. Then its department store advertisers forced it out of the pattern business, but in that single day many thousands of the coupons were returned. The *St. Louis Republic's* pattern business grew so fast that soon a separate building was hired and transformed into a pattern bureau. In thirteen months after introducing this premium the pattern company, which had been a small concern, moved five times to larger quarters.

This was the beginning of the May Manton pattern business, and in a short time the name "May Manton," the *nom de guerre* of Mrs. Bladworth, who designed all the patterns put out by the company, had become a "household word." Then an interesting variation of the scheme was made. A man named Pearsall, formerly employed by the pattern department of the Domestic Sewing Machine Company, found himself looking for a new connection. Only one paper in a town could have the May Manton pattern privilege, and as the demand was bound to bring new companies into the field, Messrs. Dumars and Bladworth took the initiative, forming a rival company of their own, the New Idea Pattern Company, which Mr. Pearsall was to manage as a partner with a third interest. All the New Idea patterns were supplied by the May Manton plant. The new company went slowly at first, got into difficulties and was very nearly throttled by rival pattern interests before it fairly got going. Only the foreclosure of a mortgage by two silent partners saved it. But presently it got under way, and began to leap ahead of the May

Manton concern in its sales, finally becoming so formidable a rival of the interests known as the "pattern trust" that a few years ago Mr. Pearsall was bought out for a sum which was stated to be nearly one million dollars, and is now a large landholder and retired business man of Ridgewood, N. J. His partners who had furnished the idea of the business and the capital with which it was established, oddly enough, had withdrawn before the company began to grow into a power.

The May Manton pattern business has steadily expanded the past ten years, and the pattern coupon in daily newspapers has practically taken the place of every other form of premium. Publishers no longer give books, sheet music or merchandise. "May Manton" is perhaps the best advertised woman in the world. Such newspapers as the *New York World*, for example, give a full page in colors weekly to the May Manton fashions, and hundreds of dailies in the United States print the coupons several times a week. The number of patterns distributed by publishers every year runs into many millions—the *Chicago Record-Herald* has received as many as 2,000 silver dimes in one day's mail for an especially popular May Manton pattern. Opposition by department stores has long ceased, it being recognized that this wide distribution of patterns is a real benefit to the retail merchant in creating sales for fabrics and dress sundries. Not the daily papers alone print pattern coupons, but many magazines as well, only the standard monthlies being excepted. The farm papers, the religious press, the mail-order papers and other publications have gone into the pattern business. Only the country weeklies are excepted, and these, after repeated trials, have found that the pattern coupon does not pull. This great business has been built up without any expenditure for advertising, but few advertised products have had so much publicity as the May Manton pattern. Not only the sales through coupons are tre-

mendous, but the patterns are sold in retail stores as well, and have a wide distribution through this channel. That the pattern makes desirable feminine circulation is demonstrated by the fact that newspapers and magazines that sell the most of them through coupons are generally those, it is said, that bring the best results to advertisers, and have the greatest prestige as advertising mediums. Of all mediums using the pattern coupon daily newspapers and the women's magazines are said to be best, bringing back the largest proportion of orders.

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#### OUR ADVANTAGE IN AUSTRALIAN TRADE.

It is an abominable shame that goods to New Zealand from the United States can be carried at such an enormous percentage less than for any similar goods from the United Kingdom, more particularly when such goods from the States are sent in boats belonging to the same company as run from England, and a British company at that. The same thing applies to goods from the States for South Africa.—*Australian Hardware and Machinery Journal*.

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**Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.**



## A FAR-REACHING DRY GOODS ORGANIZATION.

SIXTIETH ANNIVERSARY OF THE "DRY GOODS ECONOMIST" CELEBRATED BY A CONVENTION OF WORKERS OF THE ROOT NEWSPAPER ASSOCIATION—A SPECIALIZED ADVERTISING ORGANIZATION THAT COVERS TEXTILES FROM MANUFACTURER TO CONSUMER—SEVEN TRADE PUBLICATIONS ONLY THE BEGINNING OF AN ELABORATE CHAIN.

The sixtieth anniversary of the *Dry Goods Economist*, which was established in 1846, was celebrated in January by a convention of the Root Newspaper Association at Cleveland. Eighty-five members of the staff, out of 500 employees, assembled in that city, coming from New York, Chicago, St. Louis, and other points where the association has branches. Cleveland was selected not only for its central location, but also because it is a large textile center—competent authorities, indeed, rank Cleveland third as a dry goods manufacturing city, New York and Chicago leading. Eleven departments of the Root organization were represented at the convention. These comprised the *Dry Goods Economist*, New York; Root Newspaper Agency, New York; *Garment Buyer and Manufacturer*, New York; Federal Printing Co., New York; Economy Service Co., New York; *Dry Goods Reporter*, Chicago; *Milliner*, Chicago; *Drygoodsman*, St. Louis; *Dixie Printing Co.*, St. Louis; *Shoe and Leather Gazette*, St. Louis, and *Pacific Coast Merchant*, San Francisco. In quarters at the Hollenden Hotel regular meetings were held, with formal papers and informal talks as to ways of handling and expanding the business. A banquet closed the affair, at which Charles T. Root, head of the organization, announced that a pension fund has been established to which employees of the association become eligible after twenty years' service, as well as a profit-sharing plan

which begins this year and entitles active workers to a share of the company's profits proportionate to salary. A veterans' order was also established, being composed of those who have been associated continuously with the concern, and medals were distributed to its members. It is the intention of the Root interests to hold such a convention every two years, with a meeting of heads of departments all over the country every six months.

The Root organization is oftenest thought of in connection with the *Dry Goods Economist*, its chief property. But in comparison with the organization as a whole the *Dry Goods Economist* is a minor detail. A chart of the whole organization shows, first, the Root Securities Association, which is a "holding company." Then come sixteen subordinate companies, eight in the East and eight in the West. The Eastern division's headquarters are in New York, under J. A. Mekeel, treasurer, and comprise the *Dry Goods Economist*, Root Newspaper Agency, *Garment Buyer and Manufacturer*, Federal Printing Co., branch offices of the Root Newspaper Agency in the United States and Europe, the Economy Service Co., and the *Pacific Coast Merchant*, which is published at San Francisco. The Western division has one office in Chicago, under C. W. Spofford, and another at St. Louis, under C. V. Anderson, and includes the *Dry Goods Reporter*, branches of the Root Newspaper Agency, the *Milliner*, the *Drygoodsman*, the *Shoe and Leather Gazette* and two printing departments. An outline of the activities of this great organization was given to PRINTERS' INK by Austin Healy, manager of the special promotion work of the Root Newspaper Agency:

"The total distribution of merchandise through dry goods and department stores in this country is well over the two billion dollar mark annually," said Mr. Healy. "A large proportion of this, of

course, is purely textile products. Our organization constitutes a complete chain between the manufacturer of textiles, garments, shoes and similar merchandise, and the consuming public. It is devoted to these exclusively, and handles the promotion work of an output aggregating hundreds of millions of dollars annually. A manufacturer of fabrics, garments or dress specialties, for example, puts on the market something that has the characteristics for creating national demand. To help him get this article to the dry goods trade we can give national trade journal publicity in our seven publications, which not only cover the country, but are specialized so that the merchant in the Middle West, buying in Chicago, gets a trade publication emanating from that city, and having the tone of its market, the merchant in the Southwest gets a trade journal from St. Louis, Eastern stores receive the *Dry Goods Economist*, and so forth. Until his organization has been built up and his commodity placed in stores everywhere this trade journal advertising, with auxiliary service outside the trade, may suffice for the manufacturer. But eventually there comes a time when his goods are in all the stores and he wants to move them. Trade journals won't do that. Here is where the Root Newspaper Agency comes in.

"This agency has every facility for carrying on a general advertising campaign in magazines or newspapers, furnishing attractive selling ideas, printed matter, window displays, special sales ideas, and for co-operating with local merchants in newspaper work. Street cars, billboards or any medium necessary to connect the goods in the stores with the purchasing public are employed, according to the extent and character of the campaign. All such work is planned and executed by men on our staff who have graduated from actual merchandising experience in retail stores, and thus the temperament of the re-

tail buyer, the department manager, the advertising manager, etc., is thoroughly understood and utilized. The sale of textiles in any form depends largely on that fleeting, intangible thing known as fashion. Here is where our service is different from that of a general agency. To-day, for example, there is a large fashionable demand for cotton and linen goods, but less demand for silks. A general agency not familiar with textile conditions might urge a silk manufacturer to go into the magazines with a silk novelty. No matter how excellent this novelty might be, there would be the influence of fashion against its advertising, and the result might be failure. Knowledge of the trend of fashion enables us to attack at the time and with the goods that will bring the largest return for the expenditure. Our organization for tracing the changes of fashion is complete. Several representatives in Europe do nothing else but send advance information to New York, and we work so far ahead of the consuming public's demand that we can tell to-day what will be in request a year from now in San Francisco. We buy costumes in Paris, Vienna and Berlin, import them for the benefit of readers of our trade publications, copy them for exhibition in stores throughout the country, and send pictures of them, with fashion articles, to over 700 daily newspapers in the United States. Formerly newspapers depended on their own writers for fashion news, and these local reporters had no sources of original information. Our fashion articles are not only based on exclusive information, but are illustrated with photographs of gowns, and published at a time when copies of these gowns are on exhibition in local stores, and shoppers can buy the materials necessary for making or trimming them. We not only furnish fashion news to newspapers, but you can see that our facilities for securing information are so extensive that we

can advise manufacturers, telling them definitely whether this, that or the other fabric, trimming, shade or color, may be profitably made up at the beginning of any season. Our advice is constantly being sought by important textile interests.

"Thus, from the *Dry Goods Economist* has been built up an organization equipped to profitably market textile and allied merchandise from the moment it leaves the mill to the time it is wrapped up and carried home by the purchaser in the retail store. The effectiveness of our work is due primarily to close affiliation with the upward of twenty-five thousand retail merchants whom it reaches regularly through its publications. The keynote is active co-operation with these merchants—in other words, the winning of the friendship of the store by providing it with active, forcible methods for bringing customers to buy after any given line has been put in stock. The underlying idea is that the merchants in any city stand closer to the people of their community than the remote manufacturer of the merchandise can ever hope to, and that the good-will and recommendation of the merchant will, in the long run, outweigh any impression created by divers forms of advertising, in which the merchant is not an active participant or beneficiary. No matter how effectively a woman may be impressed in favor of any article of apparel by a magazine or newspaper advertisement inserted independently by the manufacturer, she is most likely to buy that thing in the store which carries with it the endorsement and guarantee of the merchant from whom she is accustomed, year in and year out, to buy whatever she may need. Nowadays, it must be admitted, that it is not sufficient to get the goods into a store. With them must be associated a selling idea, so that a ready movement is assured and unsalable stuff (the bane of the dry goods business),

reduced to an insignificant quantity."

Among the more widely-known clients of the Root organization are: Warren Featherbone Company, Three Oaks, Mich.; I. B. Kleinert Rubber Company, 721 Broadway, New York City; H. Black & Co, Wooltex garments, Cleveland, Ohio; Nazareth Waist Co., 350 Broadway, New York City; Jackson Corset Co., Jackson, Mich.; Louis Hermsdorf, dyer, Chemnitz, Saxony; J. & J. M. Worrall, dyers of velveteens, Manchester, Eng.; Bradford Dyers' Assn. dyers and finishers mohairs, Bradford, Eng.; Standard Table Oil Cloth Co. ("Meritas" oil cloth and "Sanitas" wall covering), 320 Broadway, New York City; Oneita Knitting Mills (Union Suits) Utica, N. Y.; American Stocking Co., (Boys' Stockings) 395 Broadway, N. Y.; Cleveland Hosiery Co., (Humpty-Dumpty) Cleveland, Ohio; Oneida Hosiery Co., (Cadet Stockings) Utica, N. Y.; Black Cat Hosiery Co., Kenosha, Wis.; H. A. Seinsheimer & Co., (Perfection Clothing) Cincinnati, Ohio; Isaac Schmeer's Son & Co. (Mothers' Friend Waist, 350 Broadway, New York.

The *Dry Good Economist* is one of the oldest trade journals in the United States, and probably the oldest of prominence, being ten years the senior of the *Iron Age*, which was established in 1855. Among specialized publications that have passed their half-century mark or are near it are: New York City—*American Banker*, established 1836, *Publishers' Weekly* 1852, *Railroad Gazette* 1856, *Scientific American* 1845, *American Engineer and Railroad Journal* 1832, *Medical News* 1843, *Bankers' Magazine and Rhodes' Journal of Banking* 1845, *Druggists' Circular* 1857, *Tailors' Review* 1848; Boston—*Shoe and Leather Reporter* 1857.

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No ad is good that doesn't make a direct appeal to the self-interest of the reader.—*Rhode Island Advertiser*.

## THE NEW YORK "TIMES" IN BROOKLYN.

WALTER HAMMITT, ADVERTISING MANAGER OF LOESER & CO., THINKS IT IS WIDELY READ ACROSS THE BRIDGE—WHAT BROOKLYN NEEDS IS A FIRST-CLASS PENNY PAPER OF ITS OWN.

For some weeks past a feature of the advertising columns of the New York *Times* has been a two-column advertisement of Frederick Loeser & Co., a Brooklyn department store. This advertisement has appeared daily in the *Times* since before Christmas and is the largest advertisement of any Brooklyn house to be printed regularly in a New York daily paper. Presuming that an interesting advertising story might be back of this unusual use of the *Times* by a Brooklyn department store a reporter of PRINTERS' INK called on Mr. Walter Hammitt, advertising manager of Loeser & Co., and asked him if the liberal use of the *Times'* columns could be construed as a departure from the established policy of Loeser & Co.

"No, I do not think it could be called a departure from our established policy," said Mr. Hammitt, "but rather a recognition of the substantial and very desirable character of circulation that the *Times* has attained in Brooklyn. In common with other Brooklyn stores we have always used the New York papers to some extent. Heretofore we have used principally the *World*, *Journal*, *Herald* and *Sun*, and these papers we still continue to use though not to the same extent that we are now using the *Times*."

"Is the liberal use you are now making of the *Times'* columns in the nature of an experiment, Mr. Hammitt, or do you expect to continue to use the *Times* as freely as at present?"

"We expect to continue to use about the same amount of space as at present."

"It would be safe to presume

then that the results obtained have been satisfactory?"

"Yes; so far as I have been able to trace them the returns from our advertising in the *Times* would seem to indicate that the paper is widely read in Brooklyn. That was my impression before I made our contract with them. No, I would not care to express an opinion as to how many thousand copies the *Times* circulates in Brooklyn, but I am confident that it has a very respectable circulation on this side of the Bridge and among a desirable class of people. I think the advertising is proving profitable to us and we shall continue it until the expiration of our present contract—possibly longer."

"Were you given a special rate as an inducement to use the *Times*?"

"I think not; my understanding of the matter is that the rate we have is open to any one who agrees to use an equal amount of space. Mr. Wiley, of the *Times*, and I talked the matter over several times before the present contract was made, but nothing that he said led me to believe that we were obtaining any concessions that another advertiser, using an equal amount of space, might not also obtain. I was led to add the *Times* to the list of New York papers in which we advertise principally, because the impression had been growing on me that it would prove to be a profitable medium if the advertising rates were reasonable. The contract that Mr. Wiley submitted to me seemed to be a fair one and I closed with him. That is the whole story."

The advertisements of Frederick Loeser & Co. appear in all of the four daily papers published in Brooklyn—the *Eagle*, *Standard-Union*, *Brooklyn Times* and *Citizen*. Of the total advertising appropriation the *Eagle* receives about one-half. From one-third to one-half of the total amount of money spent is expended in Sunday advertising, the *Eagle* receiving two full pages on this day.

"No one disputes the pre-eminence of the *Eagle* in the Brooklyn field," said Mr. Hammitt; "but when one considers that the Borough of Brooklyn contains a million and a quarter of inhabitants—or say 250,000 families—it is clear that the *Eagle* alone does not reach all of these, nor in fact do all the Brooklyn papers combined. It is safe to say that it is more difficult for the advertiser to reach a majority of the reading population in the Borough of Brooklyn than in the Borough of Manhattan. He must use, in addition to all the Brooklyn papers, a number of New York papers as well. No newspaper in Brooklyn has an apparent circulation of more than 50,000 copies, and it is doubtful if the advertiser who uses all four of them will reach as many as 150,000 readers. The New York advertiser can reach a far greater number of people by the use of two papers alone. What is needed very much in this borough is a penny paper as good as the *Eagle*, which sells for three cents. It need not be as large as the *Eagle* but it ought to be as well edited, covering Brooklyn thoroughly and giving the news of the world fully as well. If an afternoon paper like the *Globe* and *Commercial Advertiser* of New York should be started in Brooklyn I am convinced that before long it would outstrip all the other papers in circulation; and would, from the start, receive substantial support from Brooklyn advertisers. The Borough of Brooklyn is growing faster than the Borough of Manhattan, and it will not be many years before this section will be the most populous portion of Greater New York. There is no better field to-day for a high-class penny paper than the Borough of Brooklyn.

FROM FRIEND WHITNEY.

SPRINGFIELD, MASS., Feb. 3, 1906.

Editor of PRINTERS' INK:

I notice on page 59 of PRINTERS' INK of Jan 31st, that Mr. Andrew Simonson, publisher of the *Wisconsin*

*Agriculturist* replies to an article which appeared in a recent issue of PRINTERS' INK regarding *American Agriculturist* and its circulation in a certain State.

As I was responsible for the announcement which was sent out and which later found its way into your valuable publication, I desire to call the attention of my good friend Andrew to the fact that the statement referred only to the State of Pennsylvania; and the question, "Do you know of another agricultural paper that can make such a statement as this and back it up," is one which I am still willing to ask, but which I doubt will ever be answered.

The fact that the *Wisconsin Agriculturist* reaches 99 per cent of the post-offices in the State of Washington has nothing to do with the statement regarding the circulation of *American Agriculturist* in Pennsylvania. The *Wisconsin Agriculturist* is an exceptionally strong publication in the Northwest, and I doubt if there is any form publication in this country that can equal its circulation in the State of Wisconsin.

While we are talking about circulations in various States, I desire to call your attention to the fact that *American Agriculturist* reaches every post-office in the State of New York. According to the Postal Guide for 1904 New York State was accorded 3,042 postoffices, and a careful count of the subscription list of *American Agriculturist* made June 1, 1905, revealed the fact that the 39,379 actual paid subscribers on its list found their way into the 3,042 postoffices in the Empire State.

The *New England Homestead* also has the distinct honor of covering certain States with 100 per cent circulation, for in the States of Massachusetts, Rhode Island and Connecticut, there isn't a postoffice but what has subscribers to the *New England Homestead*. In Massachusetts there are 778 postoffices, in Rhode Island 135, in Connecticut 436, and as I have already said the *Agricultural Bible* of the New England States has one or more paid subscribers at every one of these post-offices.

There may be some other agricultural papers that can equal this circulation in the above States, but so positive am I that there are not, that I am willing to send my personal check for \$100 to the "Off-The-Street" Club of Chicago if it can be proven, and I am willing PRINTERS' INK should be the judge that there is any other weekly agricultural paper published in this country which reaches every postoffice in the States of New York, Massachusetts, Rhode Island and Connecticut.

I have the honor to remain,

Yours very truly,

WILLIAM A. WHITNEY,  
Advertising Manager, Orange Judd  
Company.

## ELECTRIC LIGHT AND POWER ADVERTISING.

In Topeka, Kansas, a city of about 40,000 inhabitants, the Topeka Edison Company has in operation 650 arc lights, the equivalent of 40,000 sixteen-candle power incandescent lamps, and supplies 1,700 horse-power to motors. This business has been built up mainly by canvassing, but recently an advertising campaign has been begun that promises to greatly increase the business. The new business campaign was planned by Mr. C. R. Maunsell, general superintendent, and is being carried out by his brother and assistant, Mr. F. F. Maunsell. Advertisements are being run in three of the leading local dailies, the ads appearing three times a week in two of them and twice a week in the other. Electric signs are also used and liberal use is being made of posters and circulars. To follow-up "prospects" five solicitors are employed. The following outline of the campaign, now under way, is condensed from an article in a recent issue of the *Electrical World and Engineer*:

For nine months previous to last July the work of extending this company's business was almost at a standstill on account of negotiations for a new franchise. On July 14th a franchise for 30 years was granted and the name of the company was changed from the Edison Illuminating Company to the Topeka Edison Company. The old company had never extended its lines into some of the most important residence districts, but as soon as the new franchise was obtained an active campaign was begun not only to increase the business in the downtown districts of the Edison direct-current, three-wire network, but also to secure as much new business among residences on the alternating-current circuits as possible. Under the new franchise a reduction of 40 per cent from the old rate for residence lighting was made. This has been the text of the advertising campaign for new residence business.

It has been the plan to concentrate attention in advertising and soliciting on one feature or class of business at a time and then take up another. The result of the first ten days' work in the business district resulted in the addition of 40 customers. One of the most effective means of advertising has been a form of portable electric sign, which is placed on one of the com-

pany's poles. The location of these signs are changed every few days. They are usually placed in residential sections, and the novelty of an electric sign in such a neighborhood never fails to attract attention. These signs are made cylindrical in form to fit around a pole, being split and hinged in the middle to facilitate the work of adjusting and removing them. Besides these portable signs a number of large permanent electric signs have been placed on the tops of buildings in the business district. The wording of some of these is as follows:

Light up. The price is right.

A contract signed will increase your sales.

Your success depends on electric light.

Edison light means success. Use it. Get ready. Christmas is coming.

Edison light.

Put in Edison light for the holidays.

On the portable signs for the residential section other wording is used appealing more directly to the householder, such as: "Edison light will not explode."

On a circular mailed to householders the following appeared:

EDISON LIGHT BEAUTIFIES THE HOME.

No work—it's clean. No worry—can't explode. No fumes—just light. No soot—can't smoke. No odor—it's healthy. No headaches—it's steady. No matches—it's safe. No heat—it's cool. No danger—it's safe.

\* \* \*

The *Western Electrician* has been collecting data concerning the electric sign business, a form of advertisement that would seem to be profitable, judging from the rapid growth of the business. A Connecticut central-station company, in answer to the inquiries of the *Western Electrician*, states that it makes a practice of furnishing signs free, on long-time contracts, figuring the rental on a basis that will reimburse it for the cost of the sign and wiring complete at the end of two years, plus 8 cents a kilowatt-hour for the current furnished. The business was established by paying solicitors \$3 for each two year contract turned in. Another company sells the signs at cost and installs them free. The Light, Heat and Power Company, of Newburgh, New York, states that their attempt to sell signs outright to customers did not prove a success. Their present policy is to furnish signs free on term contracts, the term varying from one to five years and the price charged for service

varying with the length of the term:

A flat rate is made for operating these signs, and lamp renewals and all attendance are furnished by us so that the customer is obliged to give no care or attention to the sign. The signs are operated by clock switches which we find to be fairly satisfactory. We have now 14 signs in use, and our experience shows that these bring us in a considerably greater revenue per kilowatt than our regular lighting and run for a longer period.

\* \* \*

In a general advertisement of an electric light and power company what proportion of the total space occupied should be given to each department? The Omaha Electric Light and Power Co., in a recent advertisement solves the problem thus:

Arc Light Illumination, 25 per cent; Electric Power Motors, 25 per cent; Incandescent and Meridian Lamps, 15 per cent; Electric Chafing Dish, 10 per cent; Electric Heating and Cooking Utensils, 7½ per cent; Electric Heating Pads, 7½ per cent; Electric Stoves and Broilers, Curling Heaters, Flatirons and Portable Bracket Lamps, 10 per cent.

A notable omission is that of electric signs, a very important department in the business of most eastern light and power companies. Electric fans (also omitted from the advertisement in question) would doubtless have figured prominently had the ad been published in the summer time.

\* \* \*

In the monthly magazine published by the Brooklyn Edison Company the suggestion is made that the usefulness of the electric fan is not necessarily over when cold weather comes. How the whirling blades may be profitably employed in the winter time is explained thus:

There are many rooms in steam-heated apartments where the radiator is either too small or the steam pressure too low to maintain a comfortable pressure in cold weather. Here is where the electric fan can be utilized to advantage. Set it where it can blow against a large part of the radiator surface, and your cold room will soon be warm. Thus the same agency that calls you in summer serves to warm you in winter, just as you blow on your hot coffee or porridge to cool it and blow on your cold hands to warm them.

IF MR. TURNOCK WILL COMMIT THE KEY TO MEMORY HE WILL ALWAYS HAVE IT IN HIS HAT.

Boston, February 1, 1906.

Editor of PRINTERS' INK:

Will you allow me to suggest that in the next issue of Rowell's American Newspaper Directory you put the "key" in some place other than on the back of the front cover, where it appears in the 1905 issue. I had occasion when in the Boston Public Library to-day to consult the copy they have on file there. I could not get the information I wanted, because the Library "book plate" had been pasted on the inside of the cover, as is the case with all their books. The book plate covered all that portion giving the explanation of the alphabetical system of indicating the circulation rating; so that, unless one happened to remember what the various letters stood for, the Directory was useless as a source of information in that connection. The inside of the cover is the natural place to paste one's name or book plate, and it struck me that what had been done by the library official in this particular case might very easily be done by a clerk in any office, particularly if not familiar with this feature of the Directory, upon receiving the Directory to file away in the office library.

I fancy you could find some other place for the key where it would be as readily accessible for reference, and yet avoid this possibility of the Directory being rendered useless in one of its best features.

Yours truly,

F. H. TURNOCK.

TIN SIGNS.

DARBY, Pa., Feb. 3, 1906.

Editor of PRINTERS' INK:

Will you kindly send us the names of some concerns from whom we can purchase tin signs? Yours very truly,

THAYER-HOVEY SOAP Co.,  
J. A. Hovey.

POSTOFFICE TO DECREASE ITS ADVERTISING.

Apparently it does not pay the government to advertise uncalled-for letters, and the practice will be discontinued. Investigation shows that ninety per cent of the uncalled-for letters which have to be advertised are addressed to persons who do not live in the town or city in which the advertisements are published. The average cost of delivery of the few remaining is from eighty-five cents to \$1 a letter. In future postmasters will simply post a typewritten list of the letters remaining uncalled for. Unless Congress increases considerably the \$25,000 appropriation for advertising the time of closing for foreign mails the Postoffice Department intends to cut that off also.

—Fourth Estate.



## SWAPS DIE HARD.

NEW YORK, February 2, 1906.

Editor of PRINTERS' INK:

Mr. Robert Frothingham, of *Everybody's*, told me that he accepted transportation on an exchange basis and was glad to get it, and Mr. Spaulding, of the *Ladies' Home Journal*, said that he would accept the New York Central line's contract this year which is on a transportation basis. Therefore, either the asterisk in front of these names in your magazine should be removed, or *McClure's*, which is on exactly the same basis, should have one.

Yours very truly,  
S. S. McCLURE COMPANY,  
Curtis P. Brady, Mgr. Adv. Dept.

HORNELLVILLE, N. Y., Feb. 2, 1906.  
Editor of PRINTERS' INK:

I beg to acknowledge receipt of your very courteous favor of February 1st. I quite agree with each and every sentiment expressed in your letter. The advertisements which you refer to as having appeared in the *American Advertiser* of New York City, were inserted on a trade basis, the last ad of this kind we shall ever insert in journals who do business on this basis, as I cannot trace one advertisement after spending \$200 in these channels.

Yours very truly,  
THE "TIMES,"  
C. Seymour Clark, General Mgr.

BURLINGTON, Vt., Feb. 2, 1906.

Editor of PRINTERS' INK:

I agree with you in everything you say about advertising in PRINTERS' INK and in other periodicals.

The fact is, however, we took a small exchange contract with the *American Advertiser* simply to please our local agent in New York. We have no use for that kind of advertising and would not think of paying cash for it.

Yours truly,  
JOSEPH AULD,  
Editor and Publisher the Burlington News.

LA SALLE, Ill., Feb. 2, 1906.

Editor of PRINTERS' INK:

We have carefully considered your contentions and have concluded that what you say is exactly right.

Yours very truly,  
THE "DAILY POST,"  
J. G. Doyle, Publisher.

NORFOLK, Va., Feb. 5, 1906.

Editor of PRINTERS' INK:

We are inclined to agree with you that advertising along certain lines which you suggest is money thrown away. We are deriving substantial benefit from our little advertisements in PRINTERS' INK under the head of "Roll of Honor and Gold Marks."

Yours very truly,  
H. M. MURRAY,  
Business Manager the Norfolk Land-mark.

NEW YORK, February 3, 1906.

Editor of PRINTERS' INK:

I am forced to acknowledge the logic of your statements and the truth of them. I am doing very little of this sort of thing anyhow and where I do, I have to make it count.

Yours very truly,  
LYNN S. ABBOTT,  
Advertising Manager *Success Magazine*.

ST. LOUIS, Feb. 5, 1906.

Editor of PRINTERS' INK:

I notice that you have again placed the *Woman's Magazine* in your list of advertising leading monthly magazines, etc. This refers to your article on page 8 of issue dated February 7th, I note that no asterisk papers in front of the *Woman's Magazine* on this list.

For your information will state that the *Woman's Magazine* exchanges or trades space with no one. There are only two railroad companies to whom we allow space at our cash rates in exchange for transportation, and these are two lines which our traveling men use almost continually. All other railroads using our space pay cash. In fact, I believe our rules on the trading or exchanging of space are as rigid as any publication in the country—barring none.

Yours very truly,  
THE "WOMAN'S MAGAZINE,"  
A. P. Coakley, Adv. Mgr.

## A JAPANESE AD—NOT AT ALL OBSCURE.

The *Overland Mail* quotes the following touching the hot-spring of Joishiu Shikazawa in Japan:

"This hot-spring is beautiful perspective and a delightful freshness in the air. It is raised up 4,640 foot up the sea surface and the temperature within 75 degree. Therefore it is most able to everybody sheltering the hot in the summer reason. This hot spring is not special virtue that will give the pure and healthy to human heart. Because it is the carbonic acid spring to comprehend many iron. There are build the several bathroom to reserve for some person. Half & 6 miles for Tanaka Station at Shinyetsu Line."

## TESTED HIS ADVERTISING.

A London merchant recently, in order to ascertain over what area his advertisements were read, published two half-column ads, in which he purposely misstated a number of historical incidents. Within a few days he received hundreds of letters from all parts of the country in which the writers undertook to correct the statements that had been made. For many weeks a deluge of these letters was received from clergymen, professors and school children. The merchant, although he decided never to try the experiment again, found that it was one of the best paying advertisements he had ever put out.—*Newspaperdom*.



# A Roll of Honor


(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

**IF** Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a yearly contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

 Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Athens.** Limestone Democrat, weekly. R. H. Walker, pub. *Actual aver. first 6 mos. 1905, 1,032.*

**Birmingham.** Ledger, dy. *Average for 1905, 22,069. Best advertising medium in Alabama.*

## ARIZONA.

**Phoenix.** Republican, *Daily aver. 1904 6,539. Leonard & Lewis, N. Y. Reps., Tribune Bldg.*

## CALIFORNIA.

**Fresno.** Evening Democrat. *Average April, 1,195. Williams & Lawrence, N. Y. & Chicago.*

**Mountain View.** Signs of the Times. *Actual weekly average for 1905, 22,560.*

**Oakland.** Herald, daily. *Average for 1904, 7,533. Nov. 8,500. E. Katz, Spec. Agent, N. Y.*

**Oakland.** Tribune, evening. *Average for nine months ending Sept. 30, 1905, daily 13,447.*

**The Billboard.** America's Leading Theatrical Weekly, San Francisco office, 37 Phelan, 806 Market St. Hube Cohen, Mgr.

**San Francisco.** Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.*

**San Francisco.** Sunset Magazine, monthly, literary; two hundred and eight pages, 538. Circulation: 1904, 48,916; 11 months 1905, 59,345. Home Offices, 431 California Street.

**San Jose.** Morning Mercury and Evening Herald. *Average 1904, 10,575.*

## COLORADO.

**Denver.** Clay's Review, weekly; Perry A. Clay. *Actual aver. for 1904, 10,926, for 1905, 11,688.*

**Denver.** Post, daily. Post Printing and Publishing Co. *Average for 1905, 46,610. Average for Dec. 1905, dy. 47,593. Sy. 64,459.*

**IF** The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT.

**Ansonia.** Sentinel, dy. *Aver. for 1904, 4,965. 1st 6 months '05 \$, 111. E. Katz, Spec. Agt., N. Y.*

**Bridgewater.** Evening Post. *Sierra daily av. 1905, 10,989. E. Katz, Spec. Agt., N. Y.*

**Bridgewater.** Telegram-Union. *Sierra daily av. 1905, 10,171. E. Katz, Spec. Agt., N. Y.*

**Meriden.** Journal, evening. *Actual average for 1904, 7,649.*

**Meriden.** Morning Record and Republican. *Actual average for 1905, 7,587.*

**New Haven.** Evening Register, daily. *Actual av. for 1905, 13,711; Sunday, 11,811.*

**New Haven.** Palladium, dy. *Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Spec. Agt., N. Y.*

**New Haven.** Union. *Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.*

**New London.** Day. *W'y. Aver. '04, 5,855. 1905, 6,109. E. Katz, Spec. Agt., N. Y.*

**Norwalk.** Evening Hour. *Daily average year ending Dec. 1904, 3,217. April circ., as certified by Ass'n Am. Advs., all returns deducted, 2,869.*

**Norwich.** Bulletin, morning. *Average for 1904, 5,850; 1905, 5,920; Dec. 6,122.*

**Waterbury.** Republican, dy. *Aver. for 1904, 5,770. La Coste & Marcell Spec. Agents, N. Y.*

## DELAWARE.

**Wilmington.** Every Evening. *Average guaranteed circulation for 1904, 11,460.*

## DISTRICT OF COLUMBIA.

**Washington.** Evening Star, daily and Sunday. *Daily average for 1905, 55,550 (C.O.).*

**FLORIDA.**

Jacksonville, Metropolis, *dy.* Av. 1904, 2,760. First siz mos. '05, 9,022. E. Katz, Sp. Ag., N. Y.

**GEORGIA.**

Atlanta, Constitution, *D'y av.* '04, 28,882; W'y 107,925. Aug. '05, d'y 40,732; S'y 50,102.

Atlanta, Journal, *dy.* Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,731.

Atlanta, News, Actual daily average 1904, 24,220. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle, Only morning paper. 1904 average, daily 6,661; Sunday 7,450.

Nashville, Herald, Average for March-April and May, 1,875. Richest county in So. Georgia.

**ILLINOIS.**

Calro, Citizen, Daily Average 1905, 1,052, weekly, 1,127.

Champaign, News, Oct. and Nov., 1905, no issue of daily less than 2,010; d'y and w'kly, 6,200.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Oct. 1st, 66,422.

Chicago, Farmers' Voice and National Rural, Actual aver., 1905, 20,790. Jan., 1906, 42,460.

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer, Actual average circulation for 1904, 18,812 (©).

The Billboard, America's Leading Theatrical Weekly. Chicago office, 27 South Clark St., Suite 61. Phone Central 5924. W. A. Patrick, Mgr.

Chicago, Orange Judd Farmer, Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 29, 1905, showed 45,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Av. for year end., Feb. 1905, \$2,750. Issue for Sept. 1905, 60,200.

Kewanee, Star-Courier, Actual average circulation, 1905, daily, 2,297, weekly, 1,298.

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1904, 15,525.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

**INDIANA.**

Evansville, Journal-News, Av. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1905, 5,622.

Muncie, Star, Average 1905 daily, 27,500. Sunday 16,908.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,815.

Richmond, Sun-Telegram, Sworn av. 1905, dy. 2,744.

South Bend, Tribune, Sworn daily average, 1905, 7,305. Sworn aver. for Dec., '05, 7,609.

**IOWA.**

Cllinton, Advertiser, Average Dec. 1905, 11,255. City Circulation, 5,048, which is double that of any other paper.

Davenport, Democrat and Leader, Largest guar. city circ'n. Sworn aver. Jan., 1906, 8,622.

Davenport, Times, Daily aver. Dec., 11,468. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1905, 29,173. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk, Gate City, Daily av. 1904, 2,145; 1905, 2,406.

Muscatine, Journal, Daily av. 1905, 5,282. Semi-weekly 2,092.

Sioux City, Journal, daily. Average for 1905, sworn, 24,961. Av. for Dec. 1905, 26,512. Prints most news and most foreign and local advertising. Read in 50 per cent of the homes in city.

Sioux City, Tribune, Evening, Net sworn daily, average 1905, 24,227; Dec., 1905, 25,554. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

**KANSAS.**

Hutchinson, News, Daily 1904, 2,964. First five mos. '06, 3,296. E. Katz, Sp. Agent, N. Y.

**KENTUCKY.**

Harrodsburg, Democrat, Put it on your 1906 list; 3c. per 1,000; Al. Proven av. cir., 2,522.

Lexington, Leader, Av. '04, avg. 4,041. Sun. 5,597, Aug., '05, avg., 4,549. E. Katz, Spec. Agt.

Louisville, Times, Daily average year ending June 30, 1905, 26,025 (©). Beckwith Agency, Rep.

Paducah, Journal of Labor, w'kly—Accepts only the best class of advertising and brings results from the best class of wage-workers.

**LOUISIANA.**

New Orleans, Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

**MAINE.**

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269, 641.

Augusta, Kennebec Journal, *dy.* and *wy.* Average daily, 1905, 6,986, weekly, 2,090.

Bangor, Commercial, Average for 1905, daily 9,455, weekly 29,117.

Bever, Piscataquis Observer, Actual weekly average 1905, 2,019.

Lewiston, Evening Journal, daily. Aver. for 1905, 7,598 (©), weekly 17,448 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express, Average for 1904, daily 12,166. Sunday Telegram, 8,476.

**MARYLAND.**

Baltimore, American, *dy.* Aver. to June 30, '05, 64,068. Sun., 58,518. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For January, 1906, 61,128.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Bowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**MASSACHUSETTS.**

Boston, Globe, Average 1905, daily, 192,584. Sunday, 299,648. "Largest Circulation Daily of any two-cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



*More Advertising of All Kinds was Published in*

## **The Des Moines Capital**

*in January in 27 Issues than in Any Competitor in 31 Issues.*

### **An Incomparable Record.**

January, 1906, was the Des Moines CAPITAL's greatest January. The big record of 1905 was passed. Des Moines and national advertisers recognize that the CAPITAL has the biggest circulation and gives the best returns on the money invested. The CAPITAL published 20,220 inches of all kinds of advertising in 27 issues, its first competitor but 19,367 in 31 issues, and its second competitor only 19,354 in 31 issues. These figures are guaranteed substantially correct. They are secured by measuring the three papers daily. Slight discrepancies are possible only in this, that one paper may charge as advertising that which appears to be news matter. The daily figures for all three papers are given below. The CAPITAL publishes no Sunday paper,

#### **ADVERTISING OF ALL KINDS IN JANUARY.**

DATE.	Capital— Inches.....	First Competitor— Inches.....	Second Competitor— Inches.....	DATE.	Capital— Inches.....	First Competitor— Inches.....	Second Competitor— Inches.....
Jan. 1....	651	625	403	Jan. 18....	685	679	585
Jan. 2....	480	486	322	Jan. 19....	1,171	1,241	459
Jan. 3....	472	460	462	Jan. 20....	553	482	519
Jan. 4....	503	499	416	Jan. 21....	Sunday	614	1,698
Jan. 5....	1,317	1,053	386	Jan. 22....	553	453	331
Jan. 6....	423	281	470	Jan. 23....	853	684	501
Jan. 7....	Sunday	577	1,550	Jan. 24....	894	715	593
Jan. 8....	471	328	252	Jan. 25....	700	542	590
Jan. 9....	505	633	468	Jan. 26....	1,728	1,191	474
Jan. 10....	591	564	425	Jan. 27....	691	359	600
Jan. 11....	883	769	602	Jan. 28....	Sunday	636	1,898
Jan. 12....	1,224	899	427	Jan. 29....	437	294	438
Jan. 13....	498	350	362	Jan. 30....	642	732	417
Jan. 14....	Sunday	629	1,662	Jan. 31....	906	855	524
Jan. 15....	494	413	329				
Jan. 16....	844	581	583				
Jan. 17....	991	745	605				
				Total ...	20,220	19,367	19,351

**Boston. Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day adv.

**Boston. Post.** A *erige* for Jan., 1906, *Boston Daily Post*, 229,293; *Boston Sunday Post*, 217,021. *Daily gain* over January, 1905, 17,627; *Sunday gain* over January, 1905, 36,486. *Flat rates*, r. o. p., daily, 20 cents; Sunday, 18 cents. *The Great Breakfast Table Paper* of New England.

## Two Januarys

### Boston Daily Post

#### AVERAGES

January, 1906, - 229,293

January, 1905, - 211,666

*Gain* Over 1905  
Daily Average **17,627**

"The Great Breakfast Table  
Paper of New England."

### Boston Sunday Post

#### AVERAGES

January, 1906, - 217,021

January, 1905, - 180,535

*Gain* Over 1905  
Sunday Average **36,486**

**Fall River. News.** Largest circ'n. *Daily* av. '05, 6,668 3/4; *Robt. Tomes. Rep.*, 116 Nassau St., N. Y.

**Springfield. Farm and Home.** National Agricultural semi-monthly. Total paid circulation, 272,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

**Springfield. Good Housekeeping.** mo. *Average* 1905, 206,083. No issue less than 200,000. All advertisements guaranteed.

**Springfield. New England Homestead.** Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I., and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

**Worcester. Evening Post.** daily. Worcester Post Co. *Average* for 1904, 12,617.

**Worcester. L'Opinion Publique.** daily (© ©). *Paid average* for 1905, 4,253.

### MICHIGAN.

**Adrian. Telegram.** *Dy.* av. last three months 1905, 5,171. *Payne & Youngs. Spectula.* 1-

**Grand Rapids. Herald.** *Average daily issue* last six months of 1904, 28,661. Only morning and only Sunday paper in its field. *Grand Rapids* (pop. 100,000) and *Western Michigan* (pop. 750,000).

**Grand Rapids. Evening Press.** *av.* *Average* 1905, 46,456. *Covers* Western Michigan.

**Jackson. Morning Patriot.** *average* January 1906, 5,500; *Sunday*, 5,917; *weekly*, 2,964.

**Jackson. Evening Telegraph.** *First* 6 mos.

**Saginaw. Courier Herald.** daily, Sunday. *Average* 1905, 12,594; *January*, 1906, 12,681.

**Saginaw. Evening News.** daily. *Average* for 1905, 16,710. *January*, 1906, 18,781.

**Sault Ste. Marie. Evening News.** daily. *Average*, 1904, 4,212. Only daily in the two Soos.

### MINNESOTA.

**Minneapolis. Farmers' Tribune.** twice a week. W. J. Murphy, pub. *Aver.* *Jor* 1905, 46,428.

**Minneapolis. Svenska Amerikanska Posten** swan J. Turnblad, pub. 1904, 52,065.

**Minneapolis. Farm, Stock and Home.** semi-monthly. *Actual average* 1904, 79,750. *Actual average* 1905, 87,187.

*The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakota, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.*

**Minneapolis. Journal.** Daily and Sunday. Journal Printing Co. *Daily aver.* for 1905, 57,039; 1904, 64,532; 1905, 67,588. *Jan.*, 1906, 68,815. *The Sunday Journal's* circulation for January, 1906, was as follows: Jan. 7, 62,154; Jan. 14, 63,750; Jan. 21, 64,182; Jan. 28, 67,501.

*The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.*

**Minneapolis Tribune.** W. J. Murphy pub. Est. 1867. Oldest Minneapolis daily. *The Sunday Tribune* average per issue for the last six months of 1905, was 79,928. *The daily Tribune* average per issue for the last six months of 1905, was 105,596.

**CIRCULATION.** *The Evening Tribune* is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. *The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation*

*by Am. News- above exceeds 45,000 daily. The paper Micro- Tribune is the recognized tory. Want Ad paper of Minneapolis.*

**St. Paul. The Farmer.** s-mo. Rate, 40c. per line, with discounts. *Circulation* for six months ending December, 1905, 92,625.

**St. Paul. Dispatch.** *Average net sold* for year 1905, 60,563 daily.

**St. Paul. Volkszeitung.** *Actual average* 1904, dy. 12,685. *av.* 28,627. *Sonntagsblatt* 28,640.

### MISSISSIPPI.

**Hattiesburg. Progress.** ev'g. Av. d'y circ., y'r end 'g Jan., 1905, 2,175. *Pop.* 14,300, and growing.

### MISSOURI.

**Clinton. Republican.** W'y av. last 6 mos. 1904, 3,540. *D'y. est. Apr., '04; av. last 6 mos. '04*, 300.

**Kansas City. Journal.** d'y and w'y. *Average* for 1905, daily 65,446, weekly 205,001.

**Joplin. Globe.** daily. *Average* 1904, 12,016. Oct., '05, 12,874. E. Katz, Special Agent, N. Y.

**St. Joseph. News and Press.** *Circ.* 1st 6 mos. 1905, 55,523. *Smith & Thompson, East. Rep.*

**St. Louis. National Druggist.** mo. Henry R. Strong, Editor and Publisher. *Average* for 1904, 8,080 (© ©). *Eastern office*, 50 Maiden Lane.

**St. Louis. National Farmer and Stock Grower.** monthly. *Average* for 1902, 68,588; *average* for 1903, 106,625; *average* for 1904, 104,750.

### MONTANA.

**Butte. Inter-Mountain.** *Sworn average* daily 1905, 12,572. *Aver. Dec.* 1905, 12,638.

**NEBRASKA.**



Lincoln. Daily Star, evening and Sunday morning. *Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.*

Lincoln. Deutsch-Amerikan Farmer, weekly. *Average 1905, 147,052.*

Lincoln. Freie Press, weekly. *Actual average for 1905, 150,784.*

Lincoln. Journal and News. *Daily average 1904, 26,588; February, 1905, average, 28,055.*

**NEW HAMPSHIRE.**

Nashua. Telegraph. The only daily in City. *Sworn aver. for Sept. and Oct., 1905, 4,204.*

**NEW JERSEY.**

Elizabeth. Journal. *Av. 1904, 5,522; first 6 mos. 1905, 6,313; last 6 mos. 1905, 6,718.*

Jersey City. Evening Journal. *Average for 1905, 22,456. Last 6 mos. 1905, 23,408.*

Newark. Evening News. Evening News Pub. Co. *Average for 1905, 60,102; Jan. '06, 62,405.*

**NEW YORK.**

Albany. Evening Journal. *Daily average for 1905, 16,512. It's the leading paper.*

Albany. Times-Union, every evening. *Est. 1856. Average for 1905, 34,689; December, 35,479.*

Binghamton. Evening Herald, daily. Herald Co. *Aver. for year end. June, 1905, 12,289 (\*).*

Buffalo. Courier, morn. *Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.*

Buffalo. Evening News. *Daily average 1904, 88,457; 1905, 91,890.*

Corning. Leader, evening. *Average, 1904, 6,288; 1905, 6,395.*

Cortland. Democrat, Fridays. *Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.*

Glens Falls. Morning Star. *Average circulation, 1904, daily 2,292.*

Mount Vernon. Daily Argus. *Average 1905, 3,318. Westchester County's leading paper.*

Newburgh. News, daily. *Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined.*

**New York City.**

American Magazine (Leslie's Monthly). *Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 76,296.*

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. *Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 30% to 40% of the postoffices in the Southern States. All advertisements guaranteed.*

Army & Navy Journal. *Est. 1863. Actual weekly average for 52 issues, 1905, 9,442 (©©).*

Baker's Review monthly. W. R. Gregory Co. publishers. *Actual average for 1905, 5,008.*

Benziger's magazine, family monthly. Benziger Brothers. *Average for 1904, 57,025, present circulation, 50,000.*

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver. for 1905, 26,228 (©©).*

Gaelic American, weekly. *Actual average for 1904, 8,179; for 1905, 28,989.*

Haberdaasher, mo., est. 1881. *Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware Dealers' Magazine, monthly. *In 1905, average issue, 19,020 (©©). D. T. MALLETT, Pub., 253 Broadway.*

Leslie's Weekly. *Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.*

Music Trade Review, music trade and art weekly. *Average for 1904, 5,509.*

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. *Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.*

The Billboard, America's Leading Theatrical weekly. New York Office, 1440 Broadway. Walter K. Hill, Mgr. Phone 1630 Bryant.

The People's Home Journal. 544,541 monthly. Good literature, 444,687 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow Jones & Co., pub. *Daily average 1905, 15,158.*

The World. *Actual aver. for 1905, Morn., 205,490. Evening, 571,706. Sunday, 411,074.*

The Tea and Coffee Trade Journal. *Average circulation for 1905, 4,205(\*); January, 1906, issue, 5,618 (\*).*

Rochester. Case and Comment, mo. Law. Av. for 1904, 20,000; 6 years' average, 20,108.

Schenectady. Gazette, daily. A. N. Fleety. *Actual average for 1904, 12,574; 1905, 15,058.*

Syracuse. Evening Herald, daily. Herald Co. pub. *Aver. 1905, daily 55,532, Sunday 40,098.*

Utica. National Electrical Contractor, mo. *Average for 1905, 2,645.*

Utica. Press, daily. GEO. A. Meyer, publisher. *Average for 1905, 14,539.*

**OHIO.**

Ashtabula. American Sanomat. Finnish. *Actual average for 1905, 10,766.*

Cleveland. Engineers' Review. *Actual cir. for 1905, 250,650; monthly aver, 20,888 copies.*

Cleveland. Plain Dealer. *Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Jan., 1905, 67,777 daily; Sunday, 79,187.*

Dayton. Herald, evening. *Circ., 1905, 17,518. Largest in Dayton, paid a full rates.*

The Billboard, America's Leading Theatrical Weekly. Cincinnati, New York, Chicago.

Youngstown. Vindicator. *Dy ar. '04, 12,020. LaCoste & Maxwell, N.Y. & Chicago.*

Zanesville. Times-Recorder. Sworn av. 1st 6 mos. 1905. 10,427. Guar'd double nearest competitor and 50% in excess combined competitors.

### OKLAHOMA.

Oklahoma City. The Oklahoman. 1905 aver. 11,161. Dec., '05, 11,980. E. Katz. Agent, N.Y.

### OREGON.

Portland. Journal. Dy. and Sy. Actual aver. for Dec., 1905, 24,052. Aver. year '05, 21,926.

### PENNSYLVANIA.

Chester. Times, ev'g d'y. Average 1905, 7,740. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie. Times daily. Aver. for 1905, 15,248, January, 1906, 16,252. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn av., Jan., 18,854. Largest paid circulat'n in H'b g, or no pay.

The circulation of

## THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET PAID DAILY AVERAGE FOR THE YEAR 1905,

**211,134** COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia. Farn Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farn Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

Philadelphia. Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (OO).

Philadelphia. German Daily Gazette. Aver. circulation 1st 6 mos., 1905, daily 50,981; Sunday 40,155; sworn statement. Cir. books open.

Philadelphia. The Press is the Great Home Newspaper of Philadelphia. It is a Gold Mark Newspaper, a Roll of Honor Newspaper, and a Guarantee Star Newspaper, the three most desirable characteristics for any newspaper. Average circulation Daily Press, December, 1905, 106,981; average circulation Sunday Press, December, 1905, 145,295.



## THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the Post. Objectionable advertising is excluded from its columns. Circ., dy. 60,026, S. 71,255.



West Chester. Local News, daily. W. H. Hodgson, Average for 1904, 15,180 (2c). In its 34th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,715. Smith & Thompson, Repts., New York and Chicago

York. Dispatch, daily. Average for 1905, 13,551. Enters two-thirds of York homes.

### RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,859 for 1905.

Providence. Daily Journal, 17,290 (OO). Sunday, 20,436 (OO). Evening Bulletin 27,656 average 1904. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

### SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (OO); semi-weekly, 2,625, Sunday '05, 11,072 (OO). Actual average July to Dec. 31, '05, daily 10,158; Sunday 11,524.

### TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Dec. 31, 1905, 15,018 (2c). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Av. '05, 10,562. Led nearest competitor 11,000 in advert'g. '04, 6 days vs. 7.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos. 1905, daily 59,120. Sunday, 55,497. weekly, 81,552. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905, 18,772; for 1904, 20,708. Average March, April, May, 1905, 21,537.

### TEXAS.

Denton. Record and Chronicle. Daily av. 1905, 947. Weekly av. 2,141. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '04, 4,211; June '05, 5,080. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

### VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 2,527, for last six months, 1905, 2,691.

**Burlington.** Daily News, evening. *Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.*

**Burlington.** Free Press. Daily av. '04, 6,682; '05, 6,558. *Largest city and State circulation. Examined by Assoc'n of American Advertisers.*

**Rutland.** Herald. Average 1904, 5,527. Average 1905, 4,286.

**St. Albans.** Messenger, daily. *Actual average for 1905, 3,051.*

### VIRGINIA.

**Norfolk.** Dispatch. Average 1904, 9,400; 1905, 11,660. Dec., '05 av. 12,650. *Largest circ'n*

**Norfolk.** Landmark (©©). Leading home paper. Circ. genuine. No pads. VanBoren, Sp'l.

**Richmond.** News Leader, afternoons. *Actual daily average 1905, 29,543 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.*

**Richmond.** Times-Dispatch, morning.

*Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.*

### WASHINGTON.

**Olympia.** Recorder—evenings. Just increased to 6 pages daily, 12 pages Saturdays.

**Tacoma.** Ledger. Dy. av. 1905, 15,844; Sy., 20,885; w'y., 9,642.

**Tacoma.** News. Daily average 8 months ending May 31, 16,527. Saturday issue, 17,495.

### WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,320.

**Wheeling.** News. Daily paid circ., 11,196. Sunday paid circ., 11,857. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

### WISCONSIN.

**Janesville.** Gazette. D'y and s.-w'y. Circ'n—average 1905, 8,149; semi-weekly 3,059.

**Milwaukee.** Evening Wisconsin, d'y. Av. 1905, 26,648 (©©).

**Milwaukee.** Journal, daily. Journal Co. pub. Average 1905, 40,517; January, 1906, 40,884.

**Oshkosh.** Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,605.



## THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877; only Wisconsin paper whose circulation is guaranteed by the Am. Newspaper Directory. *Actual weekly average for 1904, 27,254; for 1905, 41,748. N. Y. Office, Temple Court. W. C. Richardson, Mgr.*

### WYOMING.

**Cheyenne.** Tribune. *Actual daily average net for first six months of 1905, 4,580.*

### BRITISH COLUMBIA.

**Vancouver.** Province, daily. Average for 1905, 8,687; Dec., 1905, 9,008. H. DeClerque, U. S. Rep'r., Chicago and New York.

**Victoria.** Colonist, daily. Colonel P. & P. Co. Aver. for 1904, 48,56 (\*); for 1905, 4,502.

### MANITOBA, CAN.

**Winnipeg.** Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, January, 1906, 32,867.

### NEW BRUNSWICK, CAN.

**St. John.** Star. *Actual daily average for October, November, December, 1904, 6,091.*

### NOVA SCOTIA, CAN.

**Halifax.** Herald (©©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

### ONTARIO, CAN.

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,058.

**Toronto.** The News. Sworn average daily circulation for year ending Dec. 30, 1905, 38,282. Advertising rate 66c per inch. Flat.

**Toronto.** Star, daily. Daily average December, 1905, 41,091.

### QUEBEC, CAN.

**Montreal.** La Presse. La Presse Pub. Co. Ltd., publishers. *Actual average 1904, daily 80,259; Av. Mar., '05, 95,826. Sat., 118,392.*

**Montreal.** Star, dv. & w'y. Graham & Co. Av. for 1904, dy. 56,795; w'y. 125,240. Av. for 1905, dy. 58,125; w'y. 126,507.

**Sherbrooke.** Daily Record. Average 1905, 6,152; December, 1905, 6,658.

# ROWELL'S AMERICAN NEWSPAPER DIRECTORY

Circulation statements covering the year 1905, will be in time to have attention in Rowell's American Newspaper Directory for 1906—thirty-eighth year of publication—if they are received on or before

# FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections.



# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

## WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

## GEORGIA.

ATLANTA CONSTITUTION. Aug., 1905. Daily 40,725 (◎◎). Sunday 50,102. Weekly 107,925.

## ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). Greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSPIRIT (◎◎), established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston, is the "bible" of the textile industry. Send for booklet. "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

THE NEW YORK TIMES (◎◎). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 34th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Clearland, E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT. Pub. 233 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circu-

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. The consolidation of the ELECTRICAL WORLD and ENGINEER and AMERICAN ELECTRICIAN. Average circulation, 1905: ELECTRICAL WORLD and ENGINEER (weekly), 13,702; AMERICAN ELECTRICIAN (monthly), 17,917.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

## PENNSYLVANIA.

THE PRESS (◎◎) is the Great Home Newspaper of Philadelphia. It is a Gold Mark Newspaper, a Roll of Honor Newspaper, and a Guar-anteed Star Newspaper. The three most desirable characteristics for any newspaper. Average circulation daily Press, December, 1905, 108,831 average circulation Sunday Press, December, 1905, 145,295.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE.

THE TRADESMAN (◎◎), Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

## VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

## CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558. Flat rate.



## ADVERTISING THE CLASSIFIED.

(Selections from the scrapbooks of the Philadelphia Bulletin.)

It's a good policy to place your *Bulletin* want ad early, so as to secure proper classification. No matter what you want, you will not be disappointed in the *Bulletin*.

Do you know that the best method of securing good help—competent, careful employees—is through *Bulletin* want ads? They are the directory for that competent class of people who are up to date, and use up-to-date methods in securing situations when they need them. You have your choice of the best.

If you have found a cat, or anything of value, look in the lost and found columns of the *Bulletin*. Losers and finders use its columns to good advantage. They are the encyclopedia of the luck and misfortune of this city, and their value to those using them is beyond the mere cost of the advertisement.

What's the use of pondering over the writing of a lot of letters seeking employment when if you'd read the *Bulletin* help wanted ads you could get into touch with an immediate call for help that you could fill? Another good plan is to insert a situation wanted ad and wait for results—you won't have to wait long.

You cannot hope for returns from your want ads if you do not place them in a newspaper that is known to bring returns. The reputation which the *Bulletin* has made for want advertising makes it the natural recourse of all who have a want of any kind, and the filling of it will be only a matter of a few hours.

Every section of the city in to-day's *Bulletin* offers desirable furnished rooms. All you have to do is to make your selection. You will find them at all prices, and in the most desirable localities. It is not necessary for you to go tramping about the city, wasting both time and money in a search, when the same result can be attained through the *Bulletin's* want ads.

There's no use getting mad if that For Sale sign you stuck on the front of your vacant house has not brought you a tenant or purchaser. Your sign has been read and re-read by practically the same people, who pass by it every day and who are too intent on other things to stop and look over the property. Now, if you would advertise in the real estate columns of the *Bulletin* it would come before the eyes of all the people looking for real estate. This is because they are accustomed to have the *Bulletin* tell them what property in Philadelphia may be had.

There is no apology necessary for any of the ads in the want columns of the *Bulletin*. Each one of them represents a genuine want, and under no circumstances is any fake advertising permitted in the *Bulletin*. This guarantees the accuracy of the ads and inspires the confidence of the reader. There are no fake ads printed just to fill up space. Each one is genuine and paid for by the advertiser.

Are you out of work? You need not become disconsolate. There is plenty of work for everyone. But don't sit on a fence, like Micawber, waiting for something to turn up. You will have to turn it up yourself, and the best way to do it is with the aid of the *Bulletin's* want columns. Merit is always rewarded, and if you really want employment the *Bulletin* is always willing and able to assist you in securing it.

To get an audience for the lecture or entertainment or performance that your club or society is going to give, why not advertise it in the amusement columns of the *Bulletin*? The people of Philadelphia are accustomed each day to refer to this column when they are in quest of a place of entertainment. The rate is twenty-five cents a line, and it is safe to say that the attendance at your event will be materially increased.

The call for help. There appears to be no let up in the demand for help. Yesterday was the *Bulletin's* banner day. It printed more help and situations wanted ads than ever before. Almost every trade was represented, including domestics, factory hands, operators, dressmakers, milliners, laundry workers, stenographers, typewriters, office help, salesmen, salesladies, mechanics, cooks, nurses, waitresses, painters, machinists, weavers, drivers, boys and scores of others. In the help wanted columns again to-day will be found calls from almost every line of trade, whilst many desirable situations for domestics appear.

It is a tiresome task to look for a new boarding house, especially fatiguing to a man or woman who has been at work all day to tramp through street after street, scanning the little slips of paper that are pasted or pinned at the doorposts of boarding houses. But the best boarding houses do not nowadays resort to such a primitive method of attracting new boarders, and people who habitually live in boarding houses, as a rule, give a wide berth to that kind of boarding house. Instead, the up-to-date landlady, she who caters to the desirable boarders, makes known her wishes through the *Bulletin's* want columns. If you will take the trouble to glance over the boarding or rooms for rent notices in to-day's *Bulletin* you must find a goodly number of places that will appeal to you.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

## CALIFORNIA.

**THE BILLBOARD** for musicians, vocalists and lecturers. San Francisco, 37 Phelan Bldg., 806 Market St.

## COLORADO.

**THE DENVER POST**, Sunday edition, Feb. 4, 1906, contained 5,367 different classified ads, a total of 113 6-10, columns. The *Post* is the big want medium of the Rocky Mountain region. The rate for Want advertising in the *Post* is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

**MERIDEN**, Conn. **RECORD** covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

**THE EVENING AND SUNDAY STAR**, Washington, D. C. (C. C.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## ILLINOIS.

**THE CHAMPAIGN NEWS** is the leading Want ad medium of Central Eastern Illinois.

**THE BILLBOARD** for privilege men and concessionaires. CHICAGO, 87 S. Clark, Room 61.

**PEORIA (ILL.) JOURNAL** reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *DAILY NEWS*," says the *Post-office Review*, and that's why the *DAILY NEWS* is Chicago's "want ad" directory.

## INDIANA.

**THE MARION LEADER** is recognized as the best result getter for want ads.

**THE TERRE HAUTE STAR** carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

**THE MUNCIE STAR** is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

**THE STAR LEAGUE**, composed of Indianapolis *STAR*, Muncie *STAR* and Terre Haute *STAR*; general offices Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

**THE INDIANAPOLIS NEWS** during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

**DURING** the month of October, 1904, the Indianapolis *STAR* published 55,370 lines of classified advertising. In October, 1905, it published 88,314 lines, a gain of 32,944 lines. If *STAR* want ads did not pay, the report would have been different.

## IOWA.

**THE Des Moines CAPITAL** guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

**THE Des Moines REGISTER AND LEADER**; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

## MAINE.

**THE EVENING EXPRESS** carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**25 CENTS** for 30 words, 6 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

**THE BOSTON EVENING TRANSCRIPT** is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

**THE BOSTON GLOBE**, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.

## MICHIGAN.

**SAGINAW COURIER-HERALD** (daily), only Sunday paper; result getter; circulation in excess of 13,500; 1c. word; 1/4c. subsequent.

## MINNESOTA.

**THE MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis.

**THE MINNEAPOLIS JOURNAL** carries more classified advertising than any other Minneapolis newspaper. No free Wants and no objectionable Wants. Circulation, 1903, 67,039; 1904, 64,384; 1905, 67,383; January daily average, 68,815. **THE SUNDAY JOURNAL**, circulation for January, 1906, was as follows: Jan. 7, 63,155; Jan. 14, 63,750; Jan. 21, 64,182; Jan. 28, 67,501.

**THE MINNEAPOLIS TRIBUNE** is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day). No free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

**THE ST. PAUL DISPATCH IS ALL YOU NEED** in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily net printed and sold circulation of the St. Paul *DISPATCH* for year 1905 was 69,563—no returns allowed. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The 1905 want advertising shows an increase of 218,400 lines over 1904. Seven telephone trunk lines assist in receiving local classified business.

## MISSOURI.

**THE Joplin GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**MONTANA.**

**THE Anaconda STANDARD** is Montana's great "Want Ad" medium; i.e. a word. Average circulation (1901), 11,359; Sunday, 13,756.

**NEBRASKA.**

**L INCOLN JOURNAL AND NEWS**, combined circulation over 27,000. Cent a word.

**NEW JERSEY.**

**DAILY ENTERPRISE**, Burlington—Want medium of the county; i.e. word; results sure.

**ELIZABETH DAILY JOURNAL**—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

**NEWARK, N. J., FREIE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

**NEW YORK.**

**THE EAGLE** has no rivals in Brooklyn's classified business.

**THE Post-Express** is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**THE BILLBOARD** for actors, actresses and performers. New York, 1440 B'way, Room 8.

**DAILY ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**BUFFALO NEWS**, with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**NORTH CAROLINA.**

**"QUICK DEAL,"** at 5c. the line. Want Dept., **EVENING SENTINEL**, Winston-Salem, N.C.

**NORTH DAKOTA.**

**GRAND FORKS HERALD**. Circ. Sept. '05, 6,515. Examination by A. A. A., June '05. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

**OHIO.**

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium. 1c. per word. Largest circulation.

**THE BILLBOARD** for street men, sidewalk salesmen, drifters and itinerant merchants in all lines. Although essentially and primarily a theatrical and amusement journal, the demonstrating salesmen and peddlers of the sidewalks have also claimed it for their own. Practically every one of them in America reads it regularly every week; 15 cents per line flat. Address **THE BILLBOARD PUBLISHING CO.**, Cincinnati, O.

**OKLAHOMA.**

**THE OKLAHOMAN**, Okla. City. 11,980. Publishes more Wants than any four Okla. competitors.

**OREGON.**

**PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon.

**PENNSYLVANIA.**

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper.

**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?**  
Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN.**"  
Net paid daily average circulation for the year 1905:  
211,134 copies per day.  
(See Roll of Honor column.)

**SOUTH CAROLINA.**

**THE Columbia STATE** (20c) carries more Want ads than any other S. C. newspaper.

**VIRGINIA.**

**THE News LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$3,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advice, one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

**BRITISH COLUMBIA.**

**VICTORIA COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 654 Temple Court Bldg., N. Y., Special Eastern Agent.

**CANADA.**

**THE Halifax Herald** (20c) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,392—sworn to.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**TO MAKE TRADEMARK COUNTERFEITING A PENITENTARY OFFENSE.**

The United States Trade Mark Association in its bulletin publishes an interesting suggestion of a proposed amendment to the trademark law making the counterfeit or unlawful imitation of a registered trademark a penal offense. The penalties are those fixed by the law in 1806. A fine exceeding \$1,000 or imprisonment for not more than two years or both fine and imprisonment, is the penalty for the transportation between the States of a counterfeit trademark, and a like penalty is imposed for counterfeiting a trademark to be used on goods in interstate commerce, for buying or selling any such goods with a counterfeit trademark, or for filling a trademarked package or receptacle with goods not manufactured by the owner of the trademark.

# THE STAR GALAXY.

## LATEST ADDITION.



The State Journal Association, editors and publishers of the Lincoln, Neb., *State Journal* and *Evening News*, has sought and obtained the Guarantee Star in Rowell's American Newspaper Directory for 1906, now in its thirty-eighth annual revision. The certificate was issued on February 3, 1906, and a photographic reproduction of it is shown on the opposite page. The final revision of the Directory for 1906, thirty-eighth year of consecutive publication, is now under way. Applications for the Guarantee Star may be forwarded by publishers who are interested in the subject—who believe they are eligible to the highest distinction which the editor of Rowell's Directory can bestow—and who dare use the Guarantee Star.



**The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear, after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.**

### THE STAR GALAXY TO DATE.

ILLINOIS.	
Chicago.....	Daily News.
Chicago.....	Record-Herald.
Decatur.....	Daily Review.
Peoria.....	Star.
MINNESOTA.	
Minneapolis.....	Journal.

Minneapolis.....	Tribune.
Minneapolis.....	Farm, Stock and Home.
Minneapolis.....	Svenska Amerikanska Posten.
St. Paul.....	Pioneer Press.
PENNSYLVANIA.	
Philadelphia.....	Bulletin.
Philadelphia.....	Press.
Philadelphia.....	Farm Journal.
Pittsburg.....	Post.
West Chester.....	Local News.
NEW YORK.	
Buffalo.....	Evening News.
Troy.....	Record.
CALIFORNIA.	
Oakland.....	Herald.
COLORADO.	
Denver.....	Post.
DISTRICT OF COLUMBIA.	
Washington.....	Evening Star.
IOWA.	
Sioux City.....	Tribune.
MARYLAND.	
Baltimore.....	News.
MASSACHUSETTS.	
Boston.....	Globe.
Brockton.....	Enterprise.
MISSOURI.	
Kansas City.....	Star.
NEBRASKA.	
Lincoln.....	Daily Star.
<b>Lincoln.....</b>	<b>State Journal and Evening News.</b>
NEW JERSEY.	
Red Bank.....	Register.
OHIO.	
Akron.....	Beacon Journal.
SOUTH CAROLINA.	
Columbia.....	State.
TENNESSEE.	
Knoxville.....	Journal and Tribune.
VIRGINIA.	
Richmond.....	Times-Dispatch.
WISCONSIN.	
Racine.....	Wisconsin Agriculturist.
CANADA.	
Toronto.....	Mail and Empire.
Montreal.....	Star.

The guaranty star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper, and the star constitutes, for a publication possessing it, a continual advertisement of the highest distinction, costing nothing after the initial payment, so long as the Directory continues to be published. Conditions and terms relative to the guaranty star may be learned by addressing this office. Such inquiries will receive prompt attention if from a publisher of a paper considered eligible for admission to the star galaxy.

*Deephente.*

# ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, Feb 3, 1906.

RECEIVED of the Publisher of *Lincoln, Neb. State Journal and Evening News.*  
*One Hundred Dollars*

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

*Wm. J. Smith, Manager.*  
 Publishers of Rowell's American Newspaper Directory.

## CONDITIONS.

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, or its insertion in the next issue of the book, based upon a guarantee made by the publisher of the newspaper, is secured by the payment of the sum of \$100.00 to the Publishers of the Directory, or to the person who successfully secures the acceptance of the said rating. The guarantee thus made, and the forfeiture offered by the Directory, is secured by the payment by the publisher of the newspaper of the sum of \$100.00 to the Publishers of the Directory, or to the person who successfully secures the acceptance of the said rating. The money paid is not refundable to the publisher at any time or under any circumstances.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply large numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES.

Advertisements 30 cents a line, per line measure, 15 lines to the inch (\$3: 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. SEARS, 50-53 Ludgate Hill, E.C.

NEW YORK, FEB. 14, 1906.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

GEORGE H. PERRY, formerly with the Ben B. Hampton agency, New York, has become advertising manager of the Siegel-Cooper Company, this city. Mr. Perry was advertising manager of Wanamaker's New York store for a number of years.

EDWIN J. SEWARD, manager of the foreign advertising of the Royal Worcester Corset Co., Worcester, Mass., has been made advertising manager of Berry Brothers, varnishes, Detroit. Ralph E. Meacom, of Boston, succeeds him.

ABOUT 400 delegates met the last week in January at Salt Lake City to talk of advertising Western States and Western travel. "See America First" is the slogan that is to be used in turning the tide of European travel the other way.

THE A. R. Elliott Advertising Agency, New York City, has been incorporated with capital of \$50,000, the directors being A. R. Elliott, Gertrude M. Elliott and W. E. Heim. Mr. Elliott owns all but two shares of the stock, and incorporation was simply a formality.

CINCINNATI promoters propose to send a floating exposition of manufactures on several barges, towed by a tug, to traverse the Ohio, Mississippi and Missouri rivers from Olean, N. Y., to Big Timber, Mont. It is expected that this exhibition will be self-supporting and continuous.

C. B. EDGAR, formerly business manager of the *News*, St. Joseph, Mo., has purchased a large, but not controlling interest in the *Star*, of Lincoln, Neb. David E. Thompson, the paper's publisher, is our ambassador to Mexico, and while retaining control of the *Star*, wished to have a competent manager for the property.

## BEAUTY ARGUMENT IN DENTAL ADVERTISING.

Dr. J. C. Bogue, a dentist in Harriman, Tenn., puts out some very sensible advertising literature, one piece particularly worthy of commendation being a booklet that, by pictures and description, shows how properly fitted teeth can restore beauty of outline to the features and even obliterate wrinkles. The text is scholarly, dignified and convincing throughout. But the use of red ink on a brown cover cannot be endorsed—it makes the doctor's address indecipherable.

THE *Sleepy Hollow Mirror*, at Tarrytown, has just issued its third or fourth number. It seems to appeal to the general public, and will use literary and historical matter.

*Outdoors Magazine* has been purchased by the publishers of *Field and Stream*, and in the future will be issued from the office of the latter publication at 35 West 21st street, New York City. It is announced that *Outdoors* will be more general in its trend than *Field and Stream*.

#### NEW HOME FOR WASHINGTON "TIMES."

Frank A. Munsey will soon move the Washington *Times* into the new building that was begun a year ago on Pennsylvania avenue, between 13th and 14th streets, in the national capital. This ten-story structure provides a complete home for the paper, and has nearly 150 offices as well. A. D. Marks is business manager of the *Times*, and Edgar D. Shaw its managing editor.

#### AN ELECTRICAL DAILY.

During the recent electrical show at the Coliseum, Chicago, the Chicago Edison Company's exhibit was made the publication office of a four-page daily paper called the *Daily Electric City*, for free distribution to visitors. Electrical news, electrical items, notes of the exhibits, live wire jokes, etc., made up its text, with a daily cartoon by Ralph Wilder, of the Chicago *Record-Herald*. Notices of all exhibits were given impartially, so that the paper had wide advertising value. Two excellent booklets were also distributed by the company—one showing pictures of notable electric power installations, and the other showing electric advertising signs. The cover of the latter was especially attractive, a design with the word "Signs" worked out in stars over an illuminated city.

THE Zanesville, Ohio, *Times-Recorder* claims the largest circulation of any paper in the country printed in a 30,000 population city, and selling for more than one cent per copy.

#### THE LITTLE SCHOOLMASTER WOULD DO THEM THE MOST GOOD.

The Rochester, N. Y., *Times Ad-Age*, which, as its title page announces, will be published monthly in the interests of the retail merchants for the purpose of reflecting side lights on their newspaper advertising.

F. R. BARNARD has resigned as office manager of the Butterick Trio. He entered the employ of the Butterick Publishing Company as second assistant to John Adams Thayer; served as office manager during the entire administration of Thomas Balmer, and has continued in the same capacity since Ralph Tilton was appointed advertising manager. Commencing Feb. 15th Mr. Barnard will be connected with the Street Railways Advertising Company.

#### CIRCULATIONS DIMINISH.

The editor's work upon the revision of Rowell's American Newspaper Directory for 1906, which will be issued about the first of June, reveals that the circulations of the most successful newspapers are generally smaller than they were last year; a fact that is explained by the absence of news so interesting and exciting as that concerning the Russo-Japanese war. So reluctant are publishers to admit a falling off in circulation that the reports for the Directory show an appreciable diminution in numbers, notwithstanding the fact that nothing else so convinces an advertiser of a publisher's truthfulness as his admission that he does not print so many copies now as he did a little while ago.



THE six million people who read the Augusta, Me., *Comfort* every month present a great mark for any advertiser to aim at.—*Comfort Calendar* for 1906.

THE *New York World* recently gave its classified advertising staff a dinner to mark its growth in want announcements. J. H. Mack is manager of the *World's* classified, the Harlem office is managed by Frank McCabe, and B. Peritz has charge of the uptown office.

### THE TOWN TOPICS CASE.

Among newspaper men there has never been but one opinion in regard to *Town Topics* and the methods of Colonel Mann. It remained for District Attorney Jerome to publicly voice that opinion in his summing up in the Hapgood-Deuel case.

For the honor of the journalistic profession it is to be hoped that the line of demarcation between legitimate newspapers and publications which live upon blackmail will now be so sharply drawn that it will not soon fade from view.—*Fourth Estate*.

SINCE the conflagration of 1904 a marked progress is shown in the upbuilding of Baltimore, and it is now experiencing a great business revival, and on every side is showing evidence of prosperity, inviting the discriminating advertiser to a profitable field. The *Baltimore News* has kept pace with this marked progress and during the 12 months of 1905 carried a greater volume of advertising than ever before in its history. The *News* carries, year in and year out, more advertising during the six week days than any other Baltimore paper. Especially remarkable was the growth of the want ads of the *News*, this paper carrying nearly twice as many paid classified advertisements as its nearest competitor and as much as all other local dailies combined.—*Dan A. Carroll*.

I WANT to say concerning PRINTERS' INK that there is no publication in its field that we esteem so highly.—S. S. Rogers, President American Newspaper Publishers' Association.

### ON THE RIGHT USE OF WORDS.

"I do not see before me," said Mr. Hepburn "one individual who, I believe, can write an English sentence of twenty words to which I cannot give more than one meaning. My friends, you have probably heard the story of the little girl who at her prayers in the morning said: 'Goodby, God; we are going to move to Missouri.' Her wicked brother, who happened to overhear her and who was jubilant at the idea of the journey, used the very same sentence, but he said: 'Good, by God, we are going to move to Missouri.'"—*New York Sun*, February 8, 1906.

The above paragraph, copied from a *New York* daily paper of February 8th, reporting part of a speech delivered the day before in the Congress of the United States, illustrates a difficulty which the editor of Rowell's American Newspaper Directory foresees the American Newspaper Publishers' Association will find itself unable to overcome should they attempt, in convention, to agree upon a definition of what constitutes circulation, and how it should be ascertained and how stated. It is barely possible that the set of preambles and resolutions suggested by Mr. George P. Rowell, the founder of the Directory, and published in PRINTERS' INK, issue of February 7th—long as it is—will not be found to contain a superfluous word. It is made plain, in dealing with the correspondence on the subject had with members of the association, as reproduced in this issue of PRINTERS' INK, that "copies sold" is an expression that cannot be safely used for designating the net circulation, inasmuch as papers are just as much "sold" when they go by the cartload to the paper mill as they are when handed out by a newsboy on the street. It was also made just as plain that "copies circulated" will not do, because by the very dictionary definition of the word "circulated" it includes copies that eventually came back to the office unsold. Although never sold until they went to the ragman, they were nevertheless "circulated," if the dictionary definition of "circulated" is to be accepted.



It is admitted on all sides that the South offers unlimited possibilities to industrial and business enterprises and hence to the advertiser. To secure the Northern advertiser's expenditure, or at least part of his appropriation, it is up to the good newspapers of the South to conduct a systematic campaign of education. The Little Schoolmaster is the medium to do it in, yet the publisher must not only have a story to tell but he must tell it, not once but often.

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### THE STAR GALAXY.



On page 32 of this issue of PRINTERS' INK will be noticed the full roster of the Star Guarantee papers to date. A single glance at the list reveals the character of the papers. It is a curious fact that not one daily newspaper in the city of New York has yet dared to cover its circulation statement with the Star Guarantee, although a few would be entitled to the distinction, among them the *World*, the *Globe* and the *Evening Post*.

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### CLASSIFIED ADVERTISING GOOD FOR POSTOFFICE.

Counting the known replies that have come to the office of the Philadelphia Press in reply to want ads the past year, it is estimated that advertisers in the classified columns of that paper alone receive more than 3,000,000 answers a year. The envelopes placed end to end would form a chain that would reach from Philadelphia to New York, and from New York to Atlantic City, and from Atlantic City to Cape May, and from Cape May to Philadelphia again—with some to spare. If a man took these replies and opened and read them one by one it would take him twenty years to read them all.

FRANK S. CHANCE, advertising manager of the Indianapolis *Sentinel*, has joined the staff of the Indiana Star League.

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### DISTRIBUTORS' OFFICERS MEET.

The directors of the Exclusive Advertisers and Distributors' Association met recently at Dayton, the following being present: President George Altman, Columbus; vice-president T. L. Kershaw, Cincinnati; secretary P. S. Florea, Indianapolis; directors B. F. Wharry, Wheeling; W. A. Molton, Cleveland; J. F. McMurray, Atlanta; J. F. McManama, Pittsburgh; C. Batch, Minneapolis; J. H. Jones, Baltimore; W. H. Steinbrenner, Cincinnati; and Samuel Sloman, Dayton. The association has 1,500 members, and holds an annual meeting at Buffalo next July.

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### NAVY DEPARTMENT EN- DORSES POSTER AD- VERTISING.

The Navy Department, according to the *Billposter and Distributor*, has paid considerable attention lately to its advertising for recruits, and after considerable experiment, finds that the huge twenty-four-sheet poster of highly ornate design attracts more attention of the sort desired by the department than any other form of advertising—even that which appears in the newspapers, although the latter is a close second. It is the practice now to insert regular advertisements calling for recruits and to make use of the news columns of the papers where the recruiting office or party is stationed. These articles are always accepted and published, and do much toward bringing to the recruiting office the young men who are desirous of entering the naval service. It is found that street-car advertising yields least of all. The painted bulletins used in such cities as Chicago, Minneapolis and St. Louis are productive of some good results.

### A TRADEMARK BOOKLET.

In a booklet entitled "Your Best Asset" are set forth vividly, by pictures and text, the value of a trademark to the manufacturer. While the subject is by no means new, it has been presented here in such a forceful way that most readers will see in it new lights. Fresh comparisons accomplish this, partly, and a unique typographical setting does the rest. The booklet is sent out by the H. Sumner Sternberg Advertising Service, Decker Building, New York City.

### ADVERTISING TO KILL TEA DUTIES.

One of Great Britain's few import duties is that on tea. Lately a society called the Anti-Tea Duty League has been active over there in efforts to have this duty removed. A year ago London was placarded with posters calling attention to this tax, and now the campaign has been extended to 200 other cities and towns, a poster with an area of nearly fifty square feet staring at twenty million people daily.

### A BRINY BREEZES' FISH BOOKLET.

"Fish Dainties and Necessities" is a fine advertising brochure from the Frank E. Davis Fish Co., Gloucester, Mass. This concern packs many salt fish delicacies. After describing the dangers of eating fish not absolutely fresh, as well as the difficulty of buying the best sea-food inland, it pictures and tells about the catching, packing, quality, etc., of delicacies like fat autumn mackerel, real Reorges codfish, codfish fluff, codfish tongues and sounds, North Sea herring, blood-red salmon, smoked lunch halibut, boneless herring, crab meat, canned lobsters, Irish moss, and others. A booklet of fish recipes goes with this brochure, and the two make an irresistible argument for Davis products.

*Ad-Age* is a new monthly periodical of diminutive size issued by the *Evening Times*, Rochester, N. Y., for distribution among local merchants. It deals with retail advertising methods, the art of writing copy, etc.

### AN EDITOR'S GOLDEN WEDDING.

Crosby S. Noyes, the veteran editor of the Washington *Evening Star*, and Mrs. Noyes celebrated their golden wedding anniversary a few days ago by a large reception in the ball-room of the New Willard Hotel, where they have spent their winters for many years. Assisting Mr. and Mrs. Noyes were their daughter, Mrs. George W. Boyd of Philadelphia, and their daughters-in-law, Mrs. Theodore Noyes and Mrs. Thomas C. Noyes.

### PUBLISHER GIVEN DINNER IN PAPER'S NEW BUILDING.

To mark the completion of the new building of the Chattanooga *News* a dinner was given J. B. Pound, its editor and publisher, by the employees of the paper on January 23. Those of the paper's staff who were present included: J. G. Rice, editor-in-chief; J. R. Palmer, W. N. Hudiburg and Charles Miller, advertising department; M. A. Irwin, John M. Burger, Frank Miller, J. R. Cowan, Captain C. W. Baker, S. W. Treece, Basil Palmer, John Budd, H. M. Wiltse and J. F. Barnes. The *News* is the only evening paper in Chattanooga, and claims to cover its city thoroughly with an issue exceeding 12,000 copies daily. For its weekly an edition of 35,000 is claimed, of which 1,000 go to Texas, 7,000 to Virginia and more than 5,000 to Georgia. Mr. Pound stated that when he came to Chattanooga he had but \$2,400 capital. With this he has built up one of the most progressive newspapers in the South. Smith & Thompson represent the *News* in New York.

## NEW DAILY IN LONDON.

London has a new daily paper, the *Tribune*, which made its appearance January 15. The only penny morning Liberal journal, it was founded by Franklin Thomasson and is edited by W. Hill. Two Liberal papers formerly sold at a penny came down to halfpence a short time ago, so the *Tribune* is intended to interest the better element among Liberals. J. G. Sparkhall is advertising manager.

## ADVERTISING METAL CEILINGS.

Two booklets from the Northrup, Coburn & Dodge Co., 50 Cherry street, New York City, enter into comparisons of wood, plaster and metal ceilings, setting forth the superiority of the company's steel ceilings and walls. One of these booklets goes to the public, architects, builders, etc., and the other is for dealers, showing how the company advertises its product in magazines. The magazine advertising and other details are handled by Stanley L. Wilcox, 44 East 23d street, New York.

## LONDON AD CLUB ELECTS OFFICERS.

The Fleet Street Club, of London, is an organization of about sixty advertising managers and solicitors of English publications, as well as special representatives. At a recent meeting the following officers were elected: President, A. H. Goddard (*Licensing World*); vice-president, H. J. King Potter; committee, W. Barney (*London Opinion*), S. G. Coram (*Pearson's Magazine*), J. W. Cunnison (*People's Journal*), Thomas E. Kirby (J. G. King & Son), Thomas McAusland (*M. A. P.*), Arthur Richardson (*Municipal Journal*), and J. H. Salt (*T. P.'s Weekly*). Mr. Anning was re-elected secretary, and Messrs. A. T. Gellan and A. H. Clackson auditors.

## TOO NEAR THE REAL THING.

An advertising novelty made to represent a bank book, with greenbacks protruding from its pages, has been distributed freely in many cities lately. The United States Secret Service declares that this conceit violates the federal law prohibiting fac-similes of currency, coins and postage stamps.

## MR. RICHARDS ALSO HAS RECOLLECTIONS.

J. Morgan Richards, president of the London Sphinx Club, has made arrangements in this country with D. Appleton & Co. to publish his book of reminiscences, "With John Bull and Jonathan," touching on his life in the two countries. Mr. Richards' daughter,



Mrs. Craigie, is well-known as a novelist under the pen name of "John Oliver Hobbes." The accompanying caricature of Mr. Richards as president of the London Sphinx Club was made by the British cartoonist, F. C. Gould, and is reproduced by the *Critic* from advance sheets of his recollections.

## ADVERTISING CLUB IN BINGHAMTON.

The Advertisers and Merchants' Association of Binghamton, N. Y., recently met and elected the following officers: President, James M. McNamara; vice-presidents, Benjamin B. Welden and Judson S. Newing; secretary, J. T. Davern; treasurer, John H. Callahan; members of the board of control, William M. McLean, Harry Rubin, Frank H. Beach and Charles R. Strange.

## NAME TO BE ABBRE- VIATED.

Doubleday, Page & Co.'s new magazine, *American Farming*, is out, the first issue showing a publication the same size as the *Garden Magazine*, and of the same typographical appearance, but devoted entirely to farm matters. With the March issue the name is to be simplified. The magazine will be known as *Farming*. This name tells the whole story, and avoids confusion with the monthly farm journal published at Indianapolis under the name of the *American Farmer*, *Live Stock* and *Poultry Raiser*.

## NEW WAY TO CELEBRATE A STORE'S BIRTHDAY.

May 26 will mark the fifteenth anniversary of the Washington Shirt Company, Chicago, and to properly celebrate the event the company will give away six United States gold bonds—one for \$500 and five for 100 each. Until that time each purchaser in one of the company's stores receives a little numbered coupon. On the anniversary day a committee of three prominent citizens will draw six numbers publicly in the Washington Shirt Company's windows, the customers holding coupons of the same numbers to be presented with the bonds. This advertising device has been extensively advertised in Chicago papers.

A BOOKLET of thirty-two pages, describing the New Departure Coaster Hub for automobiles and other vehicles, sent out by Brown Brothers, Ltd., Great Eastern street, London, England, is commendable for the thorough way in which it illustrates and describes this device, setting forth a mechanical subject in a style that makes it not only easy to read about, but inviting as well.

MEREDITH NICHOLSON's novel "The House of a Thousand Candles" is being pushed by methods that a few years ago would have been considered too sensational for any first-class publishing house to consider. In a book-store window on Broadway stacks of this novel are piled up, while in front of them is a veritable army of lighted candles—not a thousand, but as many as can be comfortably accommodated in the window. Back of the barricade of books stands a man who from time to time holds up a placard calling attention to some feature of the novel and then holds up a copy of the book. There seems to be no reason why methods that will sell a breakfast food or patent medicine should not sell a popular novel. Heretofore publishers have been handicapped in their advertising by the supposed necessity of preserving a dignified, don't-care-whether-you-buy-or-not attitude, but if the signs of the times mean anything they indicate that competition is beginning to play the deuce with dignity in the publishing business.

THE proposed complimentary dinner to George H. Daniels, head of the New York Central's department of publicity, on the evening of Tuesday, February 22d, is bound to be one of the events of the year. The newspaper men all know that Mr. Daniels has an appropriation of a million to be put out within a twelvemonth. That is enough to give a thousand dollars apiece to a thousand papers and magazines, and a \$10 contribution for a celebration is only one per cent on the average contract that each of a thousand contributors might hope to secure. The great ball-room of the Waldorf-Astoria will only seat seven hundred guests however.

## LONDON ADVERTISING AGENTS ORGANIZED.

An organization known as the Incorporated Society of Advertising Agents has been perfected, after a year's work, in London. Its objects are to promote advertising, take care of the interests of advertising agents and encourage friendly relations between the press and advertisers. At the first meeting it was also proposed to inaugurate a charity fund for the benefit of the 70,000 or more persons in Great Britain who are engaged in advertising, aiding those who may require help. According to *Progressive Advertising*, London, the following British agencies are members of the society:

R. Anderson & Co., 14 Cockspur Street, S. W.; Bates, Hendy & Co., 81 Cannon Street, E. C.; S. H. Benson, 1 Tudor Street, E. C.; Birchall, Ltd., 7 Victoria Street, Liverpool; C. A. G. Browne, 53-54 Wych Street, Strand, W. C.; Thomas Browne & Co., 143-4 Holborn, E. C.; T. B. Browne, Ltd., 153 Queen Victoria Street, E. C.; Samson Clark & Co., 49 Great Portland Street, W.; Cleaver & Gerahty, 115 Chancery Lane, W. C.; F. E. Coe, Ltd., 20 High Holborn, E. C.; Thomas Colman & Co., 3 Arundel St., Strand, W. C.; H. Dawson & Co., 42 Norfolk Street, Strand, W. C.; Charles Dewynter, Ltd., Charing Cross Road,

W. C.; Dixon & Hunting, Ltd., 180 Fleet Street, E. C.; Durand, Bennett & Co., 86 Temple Chambers, E. C.; James Elliott & Co., 1 Broad Street Avenue, E. C.; W. L. Erwood, Ltd., 30 Fleet Street, E. C.; J. C. Francis & Co., 14 Fetter Lane, E. C.; Gordon & Gotch, 15 St. Bride's Street, E. C.; Greenberg & Co., 80 Chancery Lane, W. C.; Hannaford & Hodges, 57-9 Ludgate Hill, E. C.; John Hart, 6 Arundel Street, Strand, W. C.; Hastings Bros., 1 Arundel Street, Strand, W. C.; W. T. Hedges, Ltd., Effingham House, Arundel St., W. C.; Horncastles, Ltd., 61 Cheapside, E. C.; D. J. Keymer & Co., 1 Whitefriars Street, E. C.; J. G. King & Son, 10 Bolt Court, Fleet Street, E. C.; King-Potter, Clements & Co., 56 Ludgate Hill, E. C.; R. A. Knight & Co., 12 Abchurch Lane, E. C.; C. and E. Layton, 56 Farringdon Street, E. C.; Lee & Nightingale, 15 North John Street, Liverpool; John H. Lile, 4 Ludgate Circus, E. C.; London Press Exchange, Ltd., 15 Strand, W. C.; Mather & Crowther, Ltd., 10-12 New Bridge St., E. C.; J. E. May, 68 Fleet Street, E. C.; C. Mitchell & Co., 1-2 Snow Hill, E. C.; H. Muller & Co., 1000 Queen Victoria Street, E. C.; C. Pool & Co., 92 Fleet Street, E. C.; F. E. Potter, 56 Ludgate Hill, E. C.; H. Powell Rees, Ltd., 11 Arundel Street, Strand, W. C.; F. W. Sears, 50 Ludgate Hill, E. C.; Sell's Advertising Agency, Ltd., 167 Fleet Street, E. C.; Smith's Advertising Agency, 100 Fleet Street, E. C.; Stanley Elliott Advertising Agency, 428 Strand, W. C.; Stanley & Co., Ltd., 109 Strand, W. C.; Chas. Taylor & Co., 30-2 Fleet Street, E. C.; S. Thrower, 20 Imperial Buildings, Ludgate Circus, E. C.; H. S. Thrupp, 122 Fleet Street, E. C.; Chas. Vernon, 118 Newgate Street, E. C.; C. P. Watson, 33 Renfield Street, Glasgow; Watkins & Osmond, 2 Creed Lane, E. C.; R. F. White & Son, 33 Fleet Street, E. C.; C. Wilkes, 20 Ludgate Hill, E. C.; A. J. Wilson & Co., Ltd., 168 Clerkenwell Road, E. C.

## A RAILROAD AD.

**A STUDY IN TRAIN SERVICE**

*The Rock Mountain Limited.*  
The Only Daylight Train  
—Do—  
New York  
Leave Denver 10:40 A.M.

*The Rock Mountain Limited.*  
The Only Night Train  
—Do—  
New York  
Leave Denver 10:40 P.M.

**A DAILY OCCURRENCE**

GENERAL AGENT P. & W. L. CO.  
ADD 174 N. W.  
DENVER, COLO.

FROM THE DENVER "REPUBLICAN."

## FIGHTING THE BUCKET SHOPS.

The Boston *Traveler* has entered upon an active crusade against bucket shops.

Boston has always been a notorious center of bucket shop activity. Over 60 of these concerns, with branch offices covering all of New England and sections of Canada, were in operation, with headquarters in Boston, on Jan. 1. The *Traveler* claims that more money is taken out of New England, annually, by swindles of various kinds, than from any other section of the country, and charges that in Boston this is due primarily to the inactivity and archaic methods of the police department.

The *Traveler* is prosecuting its crusade with even more vigor than did the Philadelphia *North American*, and hopes to duplicate the result accomplished in Philadelphia. Four special writers are employed in the work, besides the regular staff of the paper. The *Traveler* has also employed three well-known law firms in an advisory capacity to prosecute the claims which have been filed with the paper.

Taking advantage of the initiative of the editorial department, the business and circulation departments of the paper have inaugurated an extensive campaign of publicity. The *Traveler* is advertising in all the leading New England papers. Four hundred and fifty billboard stands for 12-sheet posters are being used in Boston and suburbs, and in the metropolitan district proper 3,000 cars of the elevated and surface car system, and 75 single sheet poster stands on the elevated stations.

Two suspensions of bucket shops have been announced since the *Traveler* crusade was started, and other suspensions are expected to follow in the face of the *Traveler's* vigorous publicity and a steadily rising market.

Since the crusade started the

*Traveler* has refused to accept financial advertising except that of recognized bond houses, banks and trust companies.

This is the second important crusade that the *Traveler* has been able to prosecute by reason of the independence of the business department of the paper. Having eliminated from its columns during 1904 over \$10,000 worth of objectionable medical advertising, the *Traveler* was a factor in the wiping out of the fake doctors in Boston.

*Collier's Weekly* has rendered the people a service through the courage of its publisher and editor in attacking and throttling that prostitute of journalism, the deadly, venomous black-mailer.—*Trade Press List, Boston.*

## SEEKING A DEFINITION.

One hundred and sixty-four of the 262 members of the American Newspaper Publishers' Association make a practice of furnishing Rowell's American Newspaper Directory with what the editor of that publication regards as a satisfactory circulation statement. Believing that the 164 recognize the value to the Directory of an established, agreed-upon definition of what is meant by circulation, and how it shall be ascertained and stated, occasion was recently taken to invite the attention of the publishers to matter appertaining to the subject that appeared in PRINTERS' INK for February 7th; and the good offices of each were asked in obtaining the adoption of such a definition at the February meeting of the association. With the 98 members that do not furnish satisfactory circulation statements PRINTERS' INK did not attempt to communicate, believing it may be safely taken for granted that these are and will be and ought to be opposed to any definition that will permit of a proper comparison of the circulation of any two competing papers.

## REMARKABLE PERSISTENCE IN ADVERTISING.

THE NATIONAL CLOAK & SUIT CO., NEW YORK, HAS USED EVERY ISSUE OF SOME WELL-KNOWN MAGAZINES FOR TEN YEARS, AND BEEN IN OTHERS ALMOST CONTINUOUSLY SINCE IT WAS ESTABLISHED SEVENTEEN YEARS AGO—TWO GOOD REASONS FOR USING THE SAME SPACE IN THE "DULL" MONTHS.

The National Cloak & Suit Co., New York City, is perhaps the best exemplification of the axiom that it pays to advertise all the time. For this successful concern, using about twenty-five leading magazines to get publicity, has been in some of them continuously for years, using the same amount of space in each issue of the year, dull and busy months alike.

When the company entered the *Ladies' Home Journal* over sixteen years ago the rate of that publication was \$2 a line. It has missed few issues in sixteen years and for ten years has not missed a single number. During the past year each issue of the *Ladies' Home Journal* has carried a full column advertisement of the National Cloak & Suit Co., at a cost growing from \$800 to \$1,200 per month.

The company has begun using the *Delineator* over seventeen years ago, and has been in every issue since with only six exceptions. When it began the *Delineator's* rate was \$1 a line. Now it is \$5.

It has used the *Youth's Companion* regularly for ten years, has been in every issue of *Munsey's Magazine* for an equal period, and for many years has had a half-page advertisement in every issue of the *Outlook*. Other magazines on its list have been used with the same frequency during shorter periods.

"Why do you not cut down your space in the dull months of the year, or save money by omitting issues?" was asked of S. G.

Rosenbaum, president of the company. "Aren't there any dull months in your business?"

"Surely there are dull periods in an industry based on women's clothes and fashions," was his reply. "But we have two excellent reasons for keeping before the public just as prominently when our business is slack. First, those are the months when we need business worst and can afford to advertise most persistently for it. Second, in the dull months a large proportion of advertisers are out of the magazines, and our ordinary space is worth just about twice as much as in the busy months, owing to the greater prominence with which it stands out."

When this concern began business seventeen years ago its advertising expenditure did not exceed \$5,000 the first year, and of this more than half went to the production of its catalogue and the expense of follow-up work. Today its expenditure for magazine space exceeds \$100,000 a year, and from \$100,000 to \$150,000 more is spent in catalogues, follow-up and samples. The latter item is a large one, for to send inquirers the tiny swatches of dress materials measuring only one inch by two it is necessary to cut up whole bolts of fabric. Mr. Rosenbaum stated that the value of cloth thus chopped up into swatches last year would exceed \$40,000. The \$100,000 spent in advertising space does not include cost of preparing cuts and copy. This company spends lavishly on all its illustrations, for, in the average advertisement, it shows several models of cloaks and suits, and each month's pictures are fresh and new. The plates are made from drawings of garments on live models. It is also the practice to never print the same ad twice in a publication. With a commodity like women's clothes, naturally, each week brings its new styles and its fashion news. The ads have always been noteworthy for plain prices, and great attention is paid



to emphasizing the policy of the company, which is "Nothing ready-made, everything made to your measurements, we take the risk of fitting you even if your own measurements are wrong, and refund your money if you are not satisfied."

"We will not use a magazine that isn't high-grade," said Mr. Rosenbaum. "By this I mean not only one with a good class of readers, but also a plain policy of honesty in the conduct of the publication itself. We don't want our advertising to appear with cheap publicity or questionable mail-order schemes. We don't want it to appear in unclean company. Practically every medium that we employ has the 'money-back' policy, refunding any sum that a reader may lose through a fraudulent advertiser. In such publications there is a basis of confidence upon which to do business, and the proportion of replies and orders is far ahead of those from publications whose readers feel that answering an ad implies a risk. There are now enough of the 'money-back' magazines so that it is not necessary to use any other kind to get big circulation and wide publicity.

"We spend fully \$100,000 a year in postage, and send out over 40,000 pieces of mail a day. We have nearly one million names of customers in our files, all of which have been brought by advertising either direct or in roundabout ways, and not a single name is four years old—most of them are a residue from the business of the past three years. These are names of people who know us, who have done business with and trust us, who will speak a good word for us whenever there is opportunity. They are the backbone of our business. We have never sold a name or bought one. We do not believe in taking the second chance at some person who has bought goods of another advertiser, perhaps in a different field entirely, when we can get

fresh customers direct through the magazines. And we never sell a name because we regard it as submitted to us more or less in confidence. When a woman orders goods of us she can rest assured that she will never be subjected to annoyance. When the time comes to dispose of names that are no longer worth following up with the catalogue—this period is about three years with us—we take them down to the furnace and burn them.

"Our ads are not keyed at all. We do not estimate results by inquiries, but by orders. Each catalogue has two pink order blanks, to be torn out and sent with measurements. The order begins with the words, 'I send you this order with the understanding that if the garment does not fit me I may return it promptly and in good condition and you will refund my money or you will make me another garment, whichever I prefer.' On another part of the blank the customer is asked to state where she saw our advertisement, and whether she has ever ordered of us before. By this means we learn what mediums are profitable. During a period of six months, as a means of checking this system, we keyed all our ads, tabulated the inquiries from each magazine and then, when orders resulted, compared the key number on the inquiry with the magazine mentioned in the order. In over 90 per cent of the cases the same magazine was mentioned, showing that customers seldom have any doubts as to what magazine led them to open correspondence with us. You and I, of course, read a great many publications, and would doubtless find it difficult to say where we first saw an Ostermoor mattress ad, or what publication led us to send in an order. But the class of women with whom we do business seem to read only one or two magazines, and are usually subscribers to these. Forty per cent of our orders come from old customers,

Eighty per cent of our business comes from towns of less than 20,000 population. And the proportion of orders to inquiries, while there is naturally more or less dead wood and curiosity-seeking in the latter, is steadily increasing."

The company originated its method of doing business in this trade, but as it has grown and become conspicuously successful there have naturally been competitors who came into the field with similar advertising. None of these, though, have succeeded in getting onto a secure footing, it is said. And for the best of reasons. The National Cloak & Suit Co. to-day is the result of growth. Competitors are not content to begin small, but try to rival a concern that has gradually worked up to a stock comprising 160 styles of garments and over 400 different fabrics from which to make selections. Another element that brings disaster to competitors is inability to make garments after orders are received. For, besides the obvious difficulties of satisfying customers under a policy so liberal, the National Cloak & Suit Co. has perfected an organization whereby it finishes garments within a week after the order is received, and its growth has always been carefully adjusted to the capacity to live up to this rule. The business has now grown to a point where the quarters of the company, at 119 and 121 West 23d street, are crowded, and work has just been begun on a building for its exclusive use at 24th street and Seventh avenue. This structure will cost \$500,000 and be eleven stories high, of modern fireproof construction and fitted with many conveniences for employees in the shape of rest and lunch rooms. It is hoped that it will be ready for occupancy at the beginning of 1907, and when finished the company will make use of it as a permanent exposition of its goods and methods for the hundreds of customers who annually call upon it in New York.

## EUREKA!—PERHAPS!

### Editor of PRINTERS' INK:

In your issue of February 7th you exhibit a plan by which the continuance in Rowell's American Newspaper Directory of the different circulation ratings accorded to each newspaper during the past ten or fifteen years may be eliminated by the substitution of a summary of the information conveyed by those records. I wish to congratulate you in advance upon the probable success of the idea. It will do away with the letter ratings that have necessitated a key to unlock their meanings. It will show whether a publisher will or will not report his actual circulation, and whether it is growing or declining. Among the ten New York State examples which you give of the reports as they will appear, those for the *Jefferson County Journal* of Adams, the *Argus*, *Evening Journal* and *Press-Knickerbocker* of Albany, impress me as giving just the information that will be most satisfactory to an advertiser who wants to measure the comparative service these papers possess the power to render him better than anything that has ever yet appeared. Please note how close they fit.

#### Adams, *Jefferson County Journal*:

During the past ten years the publisher of this paper has generally supplied the Directory editor with a satisfactory circulation report, during which time its average issues for a year have varied 1,700 to 2,100 copies. Its report for the year 1904 showed an average issue of 1,799.

#### Albany, *Argus*:

The only circulation statement ever furnished by this paper in regular form was afterwards made to appear untrue and fraudulent. The ratings accorded during the past ten years have varied from exceeding 4,000 to exceeding 7,500. In 1904 the lower rating was accorded.

#### Albany, *Journal*:

This paper generally furnishes a circulation statement made out in regular form, and the accuracy of no circulation statement made by it has ever been questioned. Its average issue has grown from less than 11,000 in 1895 to more than 18,000 in 1904.

#### Albany, *Press-Knickerbocker*:

No satisfactory circulation report was obtained from this paper after 1891, when it had credit for an average issue of 15,630 copies. It was supposed in 1904 to print regularly something more than 4,000 copies.

It is my prophecy that when you have the Directory completed on this plan it will receive an amount of attention which will be greatly in excess of any that has yet been accorded to it, notwithstanding its position as the originator and leader in the effort to ascertain and make known the comparative issues of newspapers that compete for advertising patronage. I congratulate you upon having hit upon a plan that will, I believe, prove the greatest step in advance that has yet been made. The book, when so revised, will be intelligible to even the six dollar advertising clerk employed by the Potter Drug and Chemical Company.

ANONYMOUS.

## OVERRATED.

I do not hesitate to declare, and I am prepared to prove by extract if required, that the great, dignified journals of the past exist only in the imagination of those who talk and write about them. Distance in this matter lends great enchantment.

The general contents of the daily press years ago would greatly surprise the present-day reader of newspapers. Only thirty years ago many newspapers were accustomed to print topics now unmentionable. The modern newspaper has many faults, but it is at least decent, and it does not give the rest of the world the impression that English life largely centers round the divorce court and the prize ring.—*Sir Alfred Harmsworth, in the World Today.*

## THE COST OF A MAGAZINE.

Speaking of the upbuilding of *Munsey's Magazine*, Frank A. Munsey says that ten years ago the letterpress in the publication, including the work of the editorial staff, cost on an average one cent a word. Last year the cost had risen to two and one-half cents a word. The estimate for 1905 is about four cents a word, and Mr. Munsey believes that the cost in 1906 will be seven and one-half cents a word.—*Fourth Estate.*

## STILL IN DOUBT.

Reporter—Uncle, to what do you attribute your long life?

Oldest Inhabitant—I don't know yit, young feller. They's several of these patent medicine companies that's dickering' with me.—*Chicago Tribune.*

## Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

## WANTS.

HIGH-TONED family paper; established 50 years; owner retires from business; low price. "PUBLISHER," Box 1169, Boston.

WANTED to buy or rent obesity and chronic disease letters. State full particulars. ROBINSON, 19 Stratton, Dorchester, Mass.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

MANAGER capable of taking full charge of large office. Must be well up on modern systems. Salary \$1500-\$1800. Call, write. HAF-GOODS, Suite 511, 309 Broadway, N. Y.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid—ag't wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED a young man as office manager of a successful glove catalogue mail-order business—one who will take a small cash interest. Fine opportunity. Address Box 77, Gloversville, N. Y.

WANTED—Thoroughly competent solicitor for circulation, preferably one familiar with ad and job work also. Large high-grade country weekly. Middle West. "S. N.," care of Printers' Ink.

WANTED—A woman under 40 years of age as editor of a monthly magazine to be published by a Chicago financial institution. Must have journalistic experience. Address "V. P.," care of Printers' Ink.

WANTED—The address of up-to-date country printer able to handle high-class book composition and press work. Address "M. H. B.," 126 Liberty St., New York.

ADVERTISING man wants position; five years' experience in directing and writing advertisements, booklets, follow-up matter. Familiar with magazines, newspapers and mail-order systems. TRANSOM, 1067 Trade Building, Chicago.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 816 Grand Ave., Kansas City, Mo.

THOROUGHLY capable advertising manager desires connection with high-grade publication in city of 40,000 or over. Now employed in Chicago, but wishes to locate in smaller city. Southern territory preferred. The city, publication and proposition generally must be first class. Address "CHICAGO," care Printers' Ink.

## Advertising Solicitors.

An experienced solicitor of newspaper advertising, with personality and good address. Good salary and position for the right man. P. O. Box 8231, Boston, Mass.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED, BY A LEADING ADVERTISING AGENCY IN NEW YORK, A CAPABLE, HUSTLING SOLICITOR; SOME AGENCY EXPERIENCE PREFERRED. FINE OPENING FOR RIGHT MAN. ADDRESS, STATING AGE, EXPERIENCE AND EDUCATION. "R. M. B.," P. O. BOX 822, N. Y. CITY.

MANAGER of a proprietary medicine in concern doing a business of half a million dollars annually desires to make change. Has reached top notch in present position. Prefers to be identified with new remedy backed up by ample capital. Fulltest investigation of ability invited. Address "PROPRIETARY," care of Printers' Ink.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. FOWELL Advertising and Business Expert, 1708 Temple Court, New York.

**CEE!**

but Printers' Ink must have a husky circulation! I've been getting replies to my little ad from all over Creation, and a fellow in Chaos wrote in for something to brighten up his place. But,

**SAY!**

I want to go to work for one Clothier or Haberdasher in every town having one or more daily papers. Take a tip from a kid and get a line to me.

**"THE OFFICE BOY,"**  
P. O. Box 86, Los Angeles, Cal.



**ILLUSTRATORS AND ILLUSTRATIONS.**

**A** DVERTISING Cuts for Retailers; good; cheap; HARPER ILLUS. SYNDICATE, Columbus, O.

**ADVERTISING AGENCIES.**

**D.** A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

**G**OLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

**T**HE H. I. IRELAND ADVERTISING AGENCY. Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

**A**LBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**B**ARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

**I**T'S surprising how much can be done in Canada with a few papers well chosen and used to best advantage. We solicit correspondence. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

**CARD INDEX SUPPLIES.**

**T**HE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

**PRINTERS.**

**P**RIETERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**W**E print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

**MAIL ORDER.**

**M**AIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 709 Oakland Bank Building, Chicago.

**DIRECTORY OF NOVELTY MANUFACTURERS.**

**A**GENTS wanted to sell ad novelties, 25¢ com. 5 samples, 10¢. J. C. KENYON, Owego, N. Y.

**C**RYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

**W**RITE for sample and price new combination Kitchen Hook and Bill File. Keeps you informed before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**ELECTROTYPERS.**

**W**E make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER 45 Rose St., New York.

**ADVERTISING MEDIA.**

**T**HE BILLBOARD, America's Leading Theatrical Weekly, 18th year. Cincinnati, O.

**T**HE EVANGEL. Scranton, Pa. Thirteenth year; 20¢.agate line.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**T**ROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. The RECORD, only daily, reaches 7,000 of them. Minimum rate, 4¢. inch, net, plates; typesetting, 6¢. inch.



**I**s America's Leading Amusement Weekly. It covers the wide domain of entertainment more fully, more carefully and more completely than any other journal. It prints more routes, publishes more lists and utters more useful and helpful advice and information for professional people and those connected with them by business or social ties, than all other papers combined. Indispensable to Managers of Theatres, Theatrical Companies, Circuses, Fairs, Street Fairs, Parks, Summer Gardens, Piers, Roof Gardens, Actors, Actresses, Agents, Performers, Musicians, Stage Hands and all tradesmen who have dealings with them. It circulates all over the English-speaking world.

**SUBSCRIPTION.** ..... \$4.00 per year  
**ADVERTISEMENTS.** ..... 15¢. per line  
Space of one inch (14 lines single column) \$2.10 per issue. Address

**THE BILLBOARD PUBLISHING CO., CINCINNATI, O.**

**NEW YORK.** Rm. 8, 1440 Broadway. Phone 1630 Bryant.  
**CHICAGO.** Rm. 61, 87 S. Clark St. Phone Central 5944.

**10¢. AT ALL NEWSSTANDS.**

## TRADE JOURNALS.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

## DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

## STOCK CUTS.

WRITE for our catalogue on your business letterheads. STANDARD ENGRAVING CO., Photo Engravers, New York.

## MAILING MACHINES.

THE DICK MATCHLESS MAILER. Lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

## ADVERTISEMENT CONSTRUCTORS.

IF you want expert instruction in adwriting, write to me. Terms reasonable. O. O. BUCK, Ad Specialist, Treynor, Iowa.

MY specialty for years—writing prospectuses for corporations with stock to sell. Ad dress JOHN STERLING, Box 5405, Philadelphia.

"GRAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. 25c. JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

## Publishers' and Authors'

Interests best promoted through my *Diary of a Bookseller*, Publishers' Announcements, etc. Advertising principles adapted to Publishing requirements.

PERCY P. VYLE.

515 Walnut St., Philadelphia, Pa.

SEE  
THIS  
AD?

If you do, there's a good chance of other people seeing your ad—if I write it. My personal individual service costs you \$5 a month—payable after you receive the service and are satisfied. A safe proposition for you. Let us communicate. W. F. WERHEIM, 607 Ellicott Sq., Buffalo, N. Y.

AN advertisement of any sort that does not talk to a community precisely as your best salesman would to a single customer deserves to fail, and always does fail of securing the best possible results. In this belief I make Circulars, Folders, Price Lists, Catalogues, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper Periodicals and Trade Journal Advertisements, etc., etc. I seek as correspondents those who have discovered that it pays handsomely to make their advertising ventures of all kinds vitally interesting by reason of a distinct and attractive personality.

The man who regards his advertising outlay as a mere expense-account item, and not as an investment, is very apt to regard me as a superfluous and (as far as he is concerned) he is quite correct in so classifying me.

No. 56. FRANCIS I. MAULE, 402 Sansom St., Phila.

## CLASS PUBLICATIONS.



20,000 Buyers

of (\$1,025,000,000 annually)

Hardware, Housefurnishing Goods, etc.

Read every issue of the Hardware Dealers' Magazine.

Write for rates. Specimen Copy mailed on request.

255 Broadway, N. Y.

## ADWRITING.

## Rules that help the Adwriter - 50c.

In these two articles the advertiser has a lot of good, wholesome writing rules, type information and measures that are really needed.

## 89 Adwriting Rules.

No matter how many ads you write, you'll find several rules that you may have known, but have forgotten; and many you don't know.

## The Adwriter's Rule.

A rule that's not only a practical type measure, but that is also full of other useful information, used continually. A postal brings folder.

Both sent prepaid for 50 cents.

L. ROMMEL, JR.,

61d Merchant St., Newark, N. J.

## TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Santol, Dr. Charles Fleisch Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

## ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

## CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. C. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

## PATENTS.

## PATENTS THAT PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

## PREMIUMS.

BOOKS FOR PREMIUMS—If in need of any books for premiums, communicate with GROSSET & DUNLAP, 11 East 16th St., New York.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready: free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

## ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 1310 Pontiac Bldg., 305 Dearborn St., Chicago, Ill.

FOR SALE.

FOR SALE—Linotype machines. Had three; only two left. THE HEROLD COMPANY, Milwaukee, Wis.

FOR SALE—Goss Clipper Press, in good condition; 14,000 an hour; a bargain. GEORGE B. CRATER, Raleigh, N. C.

DEMOCRATIC weekly, county seat; 2,000; Middle West; annual business \$5,000; price \$2,750. Address "W. F. C.," Printers' Ink.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D.," Printers' Ink.

GREAT WEEKLY newspaper property in a Maine County seat. Profits \$2,500 a year; \$3,500 cash required. A grand old stand-by. C. F. DAVID, 148 Townsend St., Boston, Mass.

TWO great daily properties in Texas, the land of sunshine and money-making, for live newspaper men. About \$30,000 needed in each case. C. F. DAVID, Boston, Mass. L. D. Phone, Rox 565-1.

SPLENDID WEEKLY and job property in Florida, the land of flowers. Just the place for a college graduate or Baptist minister. Price \$3,000. C. F. DAVID, Boston, Mass. Property for sale in 57 States.

DEMOCRATIC weekly, established 1896; incorporated 1903; Indian Territory town of 3,000; business good; circulation 1,000; one other paper. Will sell two-thirds or entire stock. Great bargain if taken at once. Address "W. F. B.," care Printers' Ink, New York City.

FOR SALE—Make us an offer for an 8-point Thorne typesetter, in good running order, and 250 lbs. aluminum alloy type. Machine arranged to set German and English, 2 keyboards, 2 sort cabinets, all complete. For more particulars address TRANSCRI PT, Skippack, Pa.

FOR SALE—Three-roll Scott Perfecting Press with stereotyping outfit. Will print in two colors on outside pages of 4, 6, or 8-page sections. Prints all signatures from 4 to 34 pages, excepting 14 and 18 pages. Practical speed 20,000 per hour. Can be seen in operation. THE HEROLD COMPANY, Milwaukee, Wis.

FOR SALE—Party with record of success to take management and interest in Southern publishing business, with class and local papers; city of 7,000. Snap for right man, with \$10,000 to \$15,000, to secure controlling interest. "DIXIE," care Printers' Ink.

FOR SALE—Flourishing monthly trade journal, clearing \$6,000 annually. Exclusive-permanent and rapidly expanding field, representing one of the leading industries of America \$18,000. Legitimate proposition; will bear most thorough investigation. Splendid opportunity for trained trade journal publisher to secure fine, well-established publication very reasonable. If interested, write "XX," care P. I.

SUPPLIES.

NEW TYPE, 24c. lb. EMPIRE FOUNDRY, Delevan, N. Y.

NOTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes (paid p). 100 for 65c.; 500 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11. Send for samples MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, 174 7th Street, New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

FREE samples of Bernard's Cold Water Paste will be sent to any publisher, paperhanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. BERNARD'S AGENCY, Tribune Building, Chicago.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. THE COIN WRAPPER CO., Detroit, Mich.

POSTAGE STAMPS.

4-OFF, unused, U. S.; c. o. d. I buy. R. E. ORSER, broker, R. 6, 94 Dearborn St., Chicago.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 515, Philadelphia, Pa.

DISTRIBUTING.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution by the Peruna Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, 1516 Tribune Building, Chicago.

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

PAPER.

B. BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

BOOKS.

Successful Advertising.  
HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of TWO DOLLARS. Address

Printers' Ink Publishing Co.,  
10 Spruce St., New York

ADDRESSES FOR SALE.

10,000 N. H. country names, 1905, 50c. per M. GUY RICHARDSON, Boston.

REMARKABLE NAMES FOR SALE. We have compiled for our personal use in the soliciting of subscriptions the name and address of every farmer in the Corn Belt who owns 20 head of cattle. The live stock farmer is the progressive farmer, is the farmer who has money and the farmer who has many needs. We can furnish these names by counties or States—Ohio to Kansas. Write us for particulars. SUCCESSFUL FARMING, Des Moines, Iowa.

PUBLISHING BUSINESS OPPORTUNITIES.

I HAVE what I believe to be the best publishing and printing opening in America. I want to develop the business in partnership with practical printers owning plant. L. S. COTTRELL, Newport News, Va.

ADVERTISING Service for Retailers Can be bought right. Over 100 subscribers at \$50 per year. Excellent system in operation; Lists carefully compiled; Unusual opportunity for detail man. To acquire his own business. Price \$3,000. Terms to responsible party. J. EMERSON P. HARRIS, 253 Broadway, New York.



## AN EASY RULE.

There is one general rule by which even the most ignorant advertiser can shape his course, and that is, first and last, to advertise in the paper he likes to read. There is no better guide-post. No matter how small or large a paper may be, he has his pet one, just as he has his pet rooster or hen, or friend. After that comes the second best; and after that he is likely to be influenced merely by the amount of advertising or other feature carried in the third, fourth, fifth, etc., paper.—*Poultry News*.

## AGAINST PROGRAMME ADVERTISING.

The Employers' Association of Chicago has passed the following resolution:

"In view of the unreasonable demands made by many labor organizations no advertisements shall be placed in any publication, programme or souvenir of any kind under their control, and no admission tickets shall be purchased for balls, picnics or any other amusements of like character emanating from such sources."

**THE HOME PEOPLE**

Within a radius of 100 miles of the City of Missoula are all "boomers" for the **DAILY MISSOULIAN**. Four out of five families subscribe for it in the immediate vicinity of the city, which has a population of 12,000. It's 18 to 24 hours ahead of all the others with the full morning Associated Press report.

George F. Baer, the great railroad captain, sent this communication, which is self-explanatory.

"The Daily Missoulian, Missoula, Mont.:

"CAR PHILADELPHIA, Aug. 8, 1906.

"MY DEAR SIR—Passing through your beautiful little city this morning we purchased a copy of the **DAILY MISSOULIAN**. We were so much surprised and delighted to find such an exceptionally good daily paper that I concluded to take the liberty of congratulating you and your community, and to wish you abundant success. Yours truly, GEO. F. BAER."

Can you afford to overlook the **MISSOULIAN** in making up your list of papers? Circulation 4,185 average daily during 1906; Sunday average 12 months, 5,407. The only daily within a radius of 125 miles of Missoula.

**THE DAILY MISSOULIAN, Missoula, Montana.**

Less than 5 per cent of the circulation of

**The Evening Wisconsin.**

is duplicated by the other three afternoon English Newspapers of Milwaukee.

**THE EVENING WISCONSIN, - - MILWAUKEE.**

CHAS. H. EDDY, Foreign Advertising Representative.

New York Office, 30 Spruce Street.

Chicago Office, 445 Marquette Building.

**The Billboard****AMERICA'S LEADING AMUSEMENT WEEKLY**

Covers the entire field of the professional entertainer completely and thoroughly.

**Special Departments Devoted to**

**Theatrical, Musical, Circus, Minstrel, Vaudeville,**

**Burlesque, Operatic, Park, Fair,**

**Carnival, Chautauqua and kindred interests.**

Read all over the English-speaking world.

**CIRCULATION UNSURPASSED IN POINT OF QUALITY.**

Rate, 15c. per agate line, flat.

Last form closes at Cincinnati Mondays at midnight. Address all communications to

**THE BILLBOARD PUBLISHING CO.**

CINCINNATI, 416-418 Elm St., Phone Main 2079-R.

NEW YORK, 1440 Broadway, Suite 8, Phone 2466-38th St.

CHICAGO, 87 S. Clark St., Suite 61, Phone Central 5934.

SAN FRANCISCO, 37 Phelan Building, 806 Market St.

LONDON, cor. Lisle St., Leicester Sq., Phone Garrard 4194.



# The Herald

**LEADS THE  
LOUISVILLE PROCESSION.**

During 1905 the Louisville HERALD gained in display advertising over 1904,

## 504,198

agate lines; its time-honored contemporary, the *Courier-Journal*, lost 39,906 lines; the *Times* gained 53,541 lines and the *Post* gained 12,109 lines. Circulation and cash books open at all times to inspection of the advertiser. Circulation in excess 20,000, paid daily guaranteed.

**Representatives:**

**C. D. BERTOLET,**  
CHICAGO.

**J. F. ANTISDEL,**  
NEW YORK.

## THE CHANCE.

OFFICE OF THE JOURNAL-TRANSCRIPT,  
FRANKLIN FALLS, N. H., Jan. 25, 1906.

*Printers Ink Jonson, New York, N. Y.:*

DEAR SIR—We may never give you an order for ink, but if you want to chance it, we shall be glad to receive your specimen book.

Yours truly,

TOWNE & ROBIE, Publishers.

## THE PRIZE.

OFFICE OF THE JOURNAL-TRANSCRIPT,  
FRANKLIN FALLS, N. H., Jan. 29 1906.

*Printers Ink Jonson, New York, N. Y.:*

DEAR SIR—Your sample book is at hand and you may send us a small order as follows: 3 lbs. Yellow Size, 3 lbs. Soft Black Label Ink.

Yours very truly,

TOWNE & ROBIE.

My sample book will be mailed to any printer asking for same, whether he buys a  $\frac{1}{4}$ -lb can or contracts for a ton. Money back to dissatisfied purchasers. Address

**PRINTERS INK JONSON,**  
**17 Spruce Street, New York.**

# ***The News***

of Cleveland is the only afternoon newspaper in the City of Cleveland, population approximately 500,000, owning an Associated Press franchise, and it is the only English afternoon daily receiving and publishing the reports of the Associated Press. The NEWS of Cleveland embraces the Cleveland *World*, the Cleveland *Evening Plain Dealer* and the Cleveland *News and Herald*, these three papers having been bought and consolidated last summer by Chas. A. Otis, Jr.

The NEWS of Cleveland has a daily circulation of over 60,000 copies. The January daily average (sworn to) was

## **58,395**

The NEWS, of Cleveland, is built for the home and going there. It publishes departments for the family found in no other Cleveland newspaper. It is no longer possible for an advertiser to "cover Cleveland" without using the NEWS of Cleveland, a "square deal" newspaper with only one price for like service to everybody. The salaried representative of the NEWS, of Cleveland, in the Eastern field is E. A. Berdan, World Building, New York. The Western advertising representatives of the NEWS, of Cleveland, are The L. H. Crall Co., Tribune Building, Chicago, Ill.

# A Square Deal.

The religious paper that is up-to-date gets close to the heart of the best homes. Nothing can displant it. During the period of greatest competition our circulation has been the most stable. We are one of the *very* few mediums that has published every year for the last seven years a sworn detailed statement of circulation. There is real advertising value in a record like that.

## THE CHRISTIAN ENDEAVOR WORLD

is sufficiently up-to-date to have held 100,000 subscribers against all competition. It is lavish in editorial expense, strong in business management.

¶ *Our advertisers may know for the asking, not only exactly how much the circulation is and just where it goes, but also exactly what kind of circulation it is, who the readers are, their sex, age, financial status, tastes, and any other detail that it is important for him to know.*

¶ It is no small indication of the strength of a paper that it has kept for about fifteen years the same three young men in its advertising department. Address Geo. W. Coleman, Advertising Manager, Tremont Temple, Boston, or C. A. Goodwin, Association Bldg., Chicago, or L. B. Bromfield, Temple Court, N. Y.

[By a PRINTERS' INK staff member.]

The Ireland Service\* caters to the buying public, not the advertiser. Probably no agency in the world is so close to the real buying public, day after day. There isn't another Service like it in the United States.

All advertising is *retail* and *local* in the end. It may be printed in the magazines, it may be paid for by the manufacturer, yet ultimately results are worked out far away in a retail store. The advertising agent who knows most about retail advertising and *retail human nature* is best fitted to direct **general advertising.**

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*Write for particulars of The Ireland Service.*

\*The Ireland Advertising Agency, 925 Chestnut Street, Philadelphia.

## An "Old Fogy" Idea

I am not depending altogether on advertising for my business—not printed advertising. For the past 40 years I have got along fairly well by simply making a better article than any man in my line and letting it speak for itself. They tell me this is an "old fogy" idea—out of date—behind the times. Perhaps. Still it has kept me out of the poorhouse so far and nobody can deny that the principle is correct and good. Merit ought to win. Excellence of quality ought to count. Long before the tin-horn brigade came into operation, Ralph Waldo Emerson wrote this: "If a man can preach a better sermon, write a better book or build a better mouse-trap than his neighbor, though his habitation be a cabin in the woods, people will eventually seek him out and one day he will find a beaten pathway to his door." I would like to hitch a few hundred people to this old-fashioned idea of mine and here is a proposition that is straight and square: If you would like to get hold of a drop of genuine hand-made Kentucky whiskey, something very superior to shop-sold goods—a genuine old time pot still liquor, thick and smooth and honestly matured—drop me a line on your letter-head and I will forward a gallon by express, all charges paid, on the simple understanding that if you like it you pay for it in ten days and if you don't you don't. You are to be the judge. You can test it any way you want, compare it with any whiskey you know, drink as much or as little as you please, and I leave it entirely for you to decide whether you prefer to send me the price—FIVE DOLLARS—or return it at my expense. It's an "old fogy" idea of mine that the man who tastes my whiskey once won't need any advertising to make him want it again.

**JAMES B. HANCOCK, Distiller,**  
**Ludlow, Kentuċky.**

**P.S.**—While I cannot always pick my trade, I prefer to do business with men who know a little something about whiskey and are willing to say a good word for a good article amongst their friends. J. B. H.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

It is an excellent idea for mamma to teach little Alice how to run a New Home Sewing Machine, but it is not a good idea to tie mamma, little Alice, the light running dog and the name of the sewing machine up in one confusing mass. When they are kept apart, as in the illustration marked No. 2, each has a better chance to be seen and the effect is much more desirable. Probably

seem to be among the worst offenders. Take, for instance, this little advertisement of implement



Before You Purchase Any Other Write  
THE NEW HOME SEWING MACHINE COMPANY  
ORANGE, MASS.

Many Sewing Machines are made to sell regardless of quality, but the "New Home" is made to wear. Our guaranty never runs out.

We make Sewing Machines to suit all conditions of the trade. The "New Home" stands at the head of all High-grade family sewing machines.

Sold by authorized dealers only.

FOR SALE BY

# No 1

the idea of the originator of this advertisement was to save space, but No. 2 occupies the same space, gives just as much room for the text and is clearer and more effective in every manner.

\* \* \*

Among those trade paper advertisers who fail to realize the real uses and value of trade paper space it would seem that the manufacturers of farm implements



# No 2

wheels, which is supposed to advertise the products of the Bettendorf Metal Wheel Company. This advertisement did not oc-



cupy much space, but even a small space might have been much more wisely used. The display lines at

the top and bottom of the advertisement might possibly be read, but no one whose time is worth anything at all is going to figure out whose advertisement this is—unless he is some patient investigator with the criticism of commercial art and the betterment of advertising in view. The advertisement as it is shown here is not much reduced from its original form. The space it occupied would have been used to much better advantage by leaving out all the sun rays or whatever they may be radiating from the wheel, using the Eagle trademark in small form and saying a few interesting and convincing things about the merits of these particular wheels.

\* \* \*

Here is another trade paper advertisement—that of the Empire Branch American Seeding Machine Company. The originality



**The Back of Your Head**

Is a hard thing to see without artificial aid. You don't need any aid to see the back of your head and wear of the EMPIRE BRANCH SEEDING MACHINE. The machine that does not show wear in every different part. The machine of the Empire Branch is constructed of polished steel and is made in a single piece. The Empire Branch is made in a single piece and is made in a single piece. The Empire Branch is made in a single piece and is made in a single piece.

There are many other things that you should be good at and about which we would be glad to tell you. Write your name and address today. We will send you our literature. It is a good thing. Get good at your machine. You will find it pleasant and profitable.

EMPIRE BRANCH  
AMERICAN SEEDING MACHINE COMPANY  
CHICAGO, ILL. U.S.A.

and attractiveness of the illustration speak for themselves, and the chief fact brought out in the advertisement is that "The back of your head is a hard thing to see without artificial aid"—something which has occurred to some people before. The advertisement, in some respects, is a good one, because there are a few important facts about the machinery brought out, but these facts are merely incidental. The display and position of prominence are given to a piece of tommyrot.

\* \* \*

Here is another little advertisement, that of the American Harrow Company. A manure spreader is a necessary article on a large farm, but an advertisement of such a piece of machinery is not

rendered more forceful, attractive or convincing by a picture of the contrivance in the act of covering the entire landscape. This advertisement did not occupy much space and therefore did not cost much, but that part of the space



which is covered by the results of the energy of the spreader might have been employed in a more pleasing and profitable manner.

\* \* \*

One more—the quarter page trade paper advertisement of the Side Delivery Buncher Company. This advertisement shows the buncher at work and also the picture of a tramp climbing out from under the window and making a few remarks as to the merits of the Side Delivery Buncher from the tramp's point of view. Of course every farmer wants to offer the highest degree of comfort, convenience and entertainment to a tramp which he possibly can; and we are led to presume that one of the purposes the advertiser had in view in printing this advertisement, was to show the farmer just how he could

**This Picture Tells the Story of the Side-Delivery Buncher and Hay Winder**

**The Best Selling Implement EVER OFFERED TO THE TRADE**

Send this day to the Standard Buncher Co. and you will receive the full particulars. No need to come.

THE SIDE-DELIVERY BUNCHER CO., Toledo, Ohio, U.S.A.

make himself useful to and popular with the tramp fraternity. This must be true or else the advertiser thinks he is funny—which he most certainly is not. These are just a few of the many examples of the misuse of valuable space which one publication shows in one issue.



## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

HARRY WALLACE,  
Dealer in Meats and Provisions,  
WINNIPEG, Man.

### Editor Ready Made Department:

By way of reciprocation for the many valuable suggestions I have found in the ever interesting columns of the Little Schoolmaster, I am sending you an account of a little campaign I have had in operation in connection with my business for the past year, which has proved a business bringer in the truest sense of the word, and given me much enlightenment upon the possibilities of advertising systematically and conscientiously applied.

When I was approached on the newspaper advertising subject a year ago—although a firm believer in the institution—I had but little faith in its value to me. I contended that the lack of possibilities for bargain giving in my line—meats and provisions—would make my offerings unattractive in comparison with the continuous price cutting harangue of department stores. Newspaper solicitors showed me no reason why I should advertise except the names of a couple of competitors in forty line spaces followed by texts such as "high grade meats and provisions,"—"call and inspect our goods," etc., or something after the fashion of these old time methods.

Their continuous talk on the matter, however, aroused my interest, so I sought out the advice of an advertisement writer who was handling the accounts of dealers in other lines successfully, and the outcome was I repeat, highly satisfactory.

I started with an appropriation of about \$50 per month at first, to be used in the leading daily in from 240 to 300 lines spaces appearing Fridays, announcing a slight reduction on some one line for Saturday; talking up the excellent quality of my meats and provisions, the large supply on hand, and helping the whole thing along with profusely dressed windows for Friday evening and Saturday, adequately substantiating the claims embodied in the newspaper announcements.

Friday evenings, although the doors were closed, the windows were electrically illuminated, and this had a most satisfactory effect from the outset, by causing the passing throng to stop and comment upon the tempting display of good things.

Saturday sales jumped from the first and by backing up the talks with really high grade goods the store has acquired the name for first-class eatables which is infinitely valuable. While my Saturday sales are always the heaviest on the featured lines I do not find cus-

tomers looking for the cheapest goods—but willing to pay the price and buy in larger quantities, because I think they feel confident of being satisfied.

I had occasion to find the real value of these Friday ads during the summer months when I concluded that, on account of the great number of closed town houses, the newspaper advertising could be dispensed with for a few weeks judiciously. Three weeks of no advertising had a deplorable effect upon business generally. I went at it again with the same result as before: growing sales and new patrons all the time.

Since I commenced advertising my receipts have grown \$2,000 per month, which is pretty good, on an investment of at present—about \$75.

Another surprising fact revealed itself since my little campaign has been in force. Patrons, who for unknown reasons had ceased to deal with me (as is the case with all businesses) have returned one by one with the growing Saturday crowd, and at the present time I am enjoying the accumulative effects of the whole year's advertising.

I don't know how this once a week publicity will agree with the ideas of the hardened "in every day" man, but from experience have I found it head and shoulders above the plan of running advertisements every day which are too small to be prominent or carry sufficient argument.

I am enclosing a couple of the announcements, which you may use as you please, with the rest of the matter if you think it of any value to the readers of America's most compact and up-to-date journal for advertisers. My advertising from the first has been handled by Joseph Dorgan, an advertisement writer and agent of this city.

H. WALLACE.

The "Ready Made Ad Man" hikes to get letters like this—letters that give the cost and results of advertising (at least approximately) in dollars and cents. And it is an especially hopeful sign when advertisers in a line so little and so poorly advertised begin to sit up and take notice of newspaper advertising as an active business force worthy of careful attention. Mr. Wallace makes several good points which I would emphasize—points rarely appreciated by those who should appreciate them most. He writes that the advertising solicitors failed to "show" him

why he should advertise—simply exhibited a kind of advertising by competitors, which Mr. Wallace had sense enough to know he did not want. And this brings up the point I have so often made here—that there should be somebody in every newspaper office who can write good copy for retail lines. Armed with good copy, an advertising solicitor can get business that he never could get without it; and business that might come sometime, just through the solicitor's persistence and not because the prospect is really satisfied that advertising is a good thing, can be hurried surprisingly by this means. It pays, sometimes, to go to the trouble not only of preparing good copy, but of having it set up attractively, pasting a proof in a complete copy of the paper and presenting it to the possible advertiser, purely on suspicion, with a price for the space and copy service for a year or, maybe, six months. Some of the easiest money I ever made, was made in that way. Another point pretty generally overlooked is that regarding the renewal of business with old customers who, for some reason, or possibly none at all, have drifted away. Advertising is good for something besides bringing in new customers; it keeps the advertiser in closer touch with his present patrons and helps to keep them from going over to a competitor, influenced perhaps by an occasional bargain offer in the paper. Still another important point is that of keeping the windows tastefully dressed and brightly lighted to reinforce the newspaper work. I believe, however, that Mr. Wallace, having made such a satisfactory showing with his Friday ads, can well afford to use some space on Tuesday or Wednesday to liven things up during the week and thus get a more even distribution of trade, for that is another of the good points about the right kind of advertising—that it will help to bring business on the days that are ordinarily dull as well as

at the week's end when business in this line is naturally heaviest. There is a lot of "meat" in this letter for those who sell newspaper space as well as for dealers who use such space or ought to use it. Each of the ads submitted, like the one below, makes a strong point of just one kind of meat, then quotes prices on several different grades of that one kind and on other kinds as well. I believe this is exceptionally good advertising for this line, and hope Mr. Wallace will send other examples of it to this department from time to time.

#### SPECIAL IN SAUSAGES.

Our patrons say repeatedly that "they never tasted such sausages" as ours. And the reason is this—when a dealer handles sausages bought from wholesale manufacturers he is selling something he does not actually know himself. If the quality is off color the consumer kicks to him, but his only remedy is to register his kick to the maker and there it ends. Buying here eliminates this chance, because we make every pound of sausages we sell. Our customers know this fact, consequently it is to our interest to keep the quality above criticism. The meats used in our sausages are the same high-grade goods as are sold over the counter, but nevertheless our whole line will be the medium of a Saturday Special Sale. Phone orders should be in as early as possible.

Wallace's Beef Sausage, regular 10c., Saturday, per lb. 7c.

Wallace's Specially Prepared Cambridge Sausage, regular 15c., Saturday, per lb. 12½c.

Wallace's Pork Sausage, reg. 12½c., Saturday, per lb. 10c.

Wallace's Celebrated Homewood Farm Sausage, regular 18c., Saturday, per lb. 15c.

Shoulder Roasts, per lb. 7c. Round Steak, per lb. 10c. Cold Ham, per lb. 30c. Pressed Beef, per lb. 12½c. Extra Choice Corned, per lb. 10c.

HARRY WALLACE,

Phones: 3148-488. 257 Portage Ave., Winnipeg, Man.

I believe there is a further lesson in this advertiser's experience for the dealer who has a horror of cutting prices and "giving away all the profits." People do not always buy the things that are "cut," and, if they do, they frequently buy other things at regular prices which, but for the items "cut," would have been purchased elsewhere.

I am sorry to say that I can find nothing to commend in the following ad. People buy slippers for comfort's sake, and while slippers may at times be used for spanking purposes, they are rarely, if ever, bought for that use. Nor do "careful mothers with unruly children," want any slipper seller to even hint that her children are unruly, or to offer her a carpet beater with instructions for its use in their subjection. Perhaps I am taking this ad too seriously, but that is the way advertising must be taken, if it is to do any good, and I believe that the way to sell slippers, by advertising, is the way they are sold in the store—by telling how comfortable they are, what they are made of, how well they look, how well they wear, and how much they cost. "Finest shoes at lowest prices," "Full line of all kinds" and similar phrases are of mighty little consequence. Those who are worth advertising to are not influenced by such meaningless, indefinite talk.

#### SLIPPERS

for ladies should never be used  
FOR SPANKING PURPOSES.

Careful mothers, with unruly children, will be presented a fine, well-made rattan carpet beater with every pair of shoes or slippers. The wearing quality of our slippers will not then be endangered by using them for correcting and chastising purposes.

#### BRING THE BOY WITH YOU

and we will show you how to use the carpet beater, and at the same time fit your boy and yourself with a pair of the finest shoes at the lowest price to be found in the city. We keep a full line of all kinds and styles of footwear suitable for the season.

*This Brief Bank Ad, from the Salt Lake (Utah) Herald, Is a Good One for a Two-Inch Single-Column Space.*

### Don't Let Your Money Loaf.

Put it to work earning interest in the Utah Savings and Trust Company. Four per cent per annum paid on Deposits—large or small. You will find it safe, reliable and obliging. W. S. McCornick, President; John J. Daly, vice-president; Heber M. Wells, Manager.

NO. 160 MAIN STREET,  
Salt Lake, Utah.

*An Appeal Too Often Overlooked by the Advertising Oculist or Optician.*

### A Modern Education

is everything to-day. Endow your children with the best education and they derive more benefit therefrom than from money. Physical welfare is necessary to acquire a good education; it's a primary condition. And a most important factor is the eyesight. No organ is more delicate—none more taxed through study and mental effort. Some eyes are weak to begin with—others have acquired defects. Both need careful attention, so that serious conditions may be prevented, or properly met. Think it over. Consult me any day.

GEORGE McL. PRESSON,  
Optician,  
15 and 17 Broadway,  
Farmington, Me.

*There Are Plenty of People Who Don't Know the Saving Graces of Crown and Bridge Work, and It's Up to Dentists to Tell Them About These Things. From Wilkes-Barre, (Pa.) Record.*

### Broken-down Teeth

Teeth that have decayed so far they will not retain a filling, can be restored to use and beauty by one of our crowns. Seamless crowns of 22k. gold made by our own unequaled system for \$5, and Porcelain crowns at \$3. Though cheaper, porcelain looks better in some places than gold.

Gold fillings one of our specialties.

DR. A. GORDON FINNEY,  
47 Public Square,  
Wilkes-Barre, Pa.

*This One from the Newark (N. J.) Evening News, Sounds All Right.*

### Prudential Shoes \$5

When you pay \$5 for your shoes you naturally expect to get style, wear and comfort, also a shoe that won't squash out on the sides and lose its shape after but little wear. But, do you?

GEO. WATSON & CO.  
Newark, N. J.

*From the Elizabeth (N. J.) Evening Times.*

## When You Entertain the Whist Club

Don't worry over what to give for prizes. Come and see us.

Are you limited, by rule of the club, to a certain amount for each prize? Name the amount and we will guarantee to find you something suitable from our immense assortment of pretty but inexpensive novelties. For instance: Match Safes, \$1 up. Silver Tape Measures, \$1.50. Nail File and Case, \$1 up. Waterman Pens, \$2.50 up. Silver Key Check, 75c. up. Gold Hat Pins, \$2 up.

Also Cut Glass, Art Vases and Leather Goods in wide assortment.

"At the Clock Corner."

HARTDEGEN,

Broad Street, at W. Park,  
Newark, N. J.

*A Pertinent Question, Properly Put, is Often a Good Way to Start an Ad. This One Comes Like a Reminder of Something Unintentionally Neglected. From the Memphis (Tenn.) Commercial Appeal.*

## Have You Written To Mr. McGill?

If you have the least idea of changing your offices, or if you are looking for an office we call your attention to the McGill Building.

Memphis has never known a building that could in any way compare with this one. The most luxurious finish, the most practical conveniences, the most thorough finish and the most efficient and adequate elevator service will place this building in a class by itself.

Write or Telephone.

R. E. MCGILL,

205 Memphis Trust Bldg.,  
Memphis, Tenn.

*A Good One That Might Have Been Improved by a Displayed Head Indicating What the Ad Was About—"Better Buy Butter Now," or Something Similar. From the Danbury (Conn.) News.*

## A Hint In Time.

Do you remember the price you paid for butter late last winter?

During the late winter months of last year butter advanced about ten cents a pound, and held there until spring.

It looks like higher prices again this year, an advance of one or two cents having been made during last week, and it seems not a bad time to lay in a few weeks' supply.

We have some of the finest Elgin you ever tasted, at 27c. per pound in bulk, also in ten and twenty pound tubs.

M. MCPHELEMY ESTATE,

E. A. Culhane, Manager,

40 White Street,

Danbury, Conn.

*A Good One to Print Right Now. From the Los Angeles (Cal.) Express.*

## New Roof— New Walls—

Perhaps the recent rains have discovered weak spots in your roof—seeped thro' and streaked and soiled your walls.

The thing to do right now is to give that roof a coating of "Roof Leak"—the famous waterproof paint. Gallon, \$1.15; 5 gallons, \$4.50.

The very next thing to do is to renew those soiled walls with Alabastine—the perfect wall finish. It comes in 14 happy colors. No trouble to put it on yourself.

5 pound package, 50c.  
Kalsomine Brush to apply it, 50c.

Get these materials to-morrow.

P. H. MATHEWS PAINT  
HOUSE,

238-240 S. Main St.,

Los Angeles, Cal.

"Forty Years an Advertising Agent," by George Presbury Rowell. Issued from the press, Tuesday, January 16, 1906. 8vo. Cloth and gold. 517 pages. Thoroughly indexed.

Of the many "memoirs" and "autobiographies" which are being written and published these days there is not one that will be read with more genuine interest—by newspaper men especially—than "Forty Years an Advertising Agent," by George P. Rowell. But in point of fact the volume is so well written and is so full of contemporary human interest that it is bound to find favor with a much larger public than those directly interested in newspapers and magazines.

The style in which it is written is a model of simplicity, and reminds one somehow of Benjamin Franklin's autobiography, not only in the mere style of the writing, but in the wholesome spirit in which it has been written. The naive confidences that are always discreet and applicable and that stop short at just the right point; are good natured personalities; the shrewd measurements of men; the philosophic sizing up of events, and the brief stories, which are told in such artless manner, make of this volume not only a distinctly interesting book of the present and the near past, but is an important—perhaps the most important—contribution to the newspaper and journalistic history of this country that has ever been made.

If one would want to know something of the papers and the characteristics of the men in the newspaper business 40 years ago, in Boston and New York especially, here it is all told from a somewhat new standpoint—from the standpoint of the man who knew the men and the papers and yet was not directly affiliated with them.

The frankness with which Mr. Rowell discusses his own business—that of an advertising agent and head of an advertising agency—is positively refreshing, for it is all done without any mental reservations, until finally one becomes as deeply interested in him and the growth and development of his business, as if it were a romance, because it is all so human and so simple. You are made to feel that you are being specially confided in; that you are being told a secret.

Mr. Rowell's book consists of 52 chapters or papers, each in a sense separate and of itself interesting, but making as a whole a context that is complete. He came from the country, where as a boy he had learned habits of thrift, and went to work in the counting room of a Boston newspaper as a sort of collector, which business brought him into contact with a variety of men and such a variety of business enterprises as would scarcely have been possible in any other line. Here he remained for seven years, and during this time he learned many things that served him in good stead in after life. He got an education that could not be

obtained in any school or any college. He learned something of men and of human nature and especially of the mental attitude of men toward business. He learned much about the newspaper business and about the men engaged in that line of business in Boston. All of this knowledge enabled him at the end of seven years to start into a unique business with another young man—the business of selling advertising space in newspapers.

How he built this business up from small beginnings in Boston and later moved to New York, and how the many problems of the business were met and solved, constitutes an important and interesting part of the 517 pages of this book, but the relation of this unique business to the newspapers of the country, to many of the prominent men in business and professional life in the country, is probably the most absorbing part of the work.

Here one can get a glimpse of the wrecks that have strewn the sea of journalism during the past 40 years, and of some of the journalistic successes that have been made in that time. The wrecks have been many and the rocks on which some of these ventures have foundered are worth noting. One also gets a good idea of the growth of this country in the past 40 years, especially in the newspaper field, and the changes which have taken place in the newspaper methods of doing business in that time.—*Boston Globe*, February 4, 1906.

George P. Rowell has been such a conspicuous figure in the advertising world that this tale of his is of more than common interest, bearing, as it does, the reader through the amazing revolution which has overtaken the publishing business. It is written with spirit and zest, is alive with the virile force of the author, and is sure of a place in the well-thumbed library of every man who has anything to do with advertising.—*New Haven, Conn., Register*, February 2, 1906.

Mr. Rowell is one of the most widely known advertising men in the world. He is the founder of one of the greatest advertising houses in the world. He has watched the evolution of business methods in America closely during the past forty years and has contributed in no little part to the development of commercial methods, as we know them to-day. Mr. Rowell's book is fascinating. It is a romance of business.—*Savannah, Ga., Morning News*, February 4, 1906.

Mr. Rowell tells very entertainingly of his own active career, his reminiscences being, in effect, a running commentary on the course of the occupation with which his name is so prominently identified. His observations on men and enterprises are invariably of interest, and the many humorous turns to the narrative will be keenly relished. Indeed it is not too much to say that in the pages a genial philosophy of advertising is given expression.—*Newark, N. J., Evening News*, February 3, 1906.

It is but just to say that no man in the world has done more for the promotion of publicity than George P. Rowell, in his weekly journal, *PRINTERS' INK*, the father of all advertising publications, familiarly known to every publisher, advertiser and advertising agent and to many thousands of merchants throughout the country.—*Scranton, Pa., Times, February 1, 1906.*

A volume that should be in the hands of every newspaper attache from the managing editor to the office boy. The book has a charm that cannot be known to Mr. Rowell's thousands of friends in the craft whose admiration of the man is the outgrowth of a long distance acquaintance. Every chapter seems a visit with the man himself. His style is refreshingly simple, and enlivened by a power of expression that makes you feel the genial glow of his presence; and speaking of himself which he must necessarily do, becomes a striking bit of fascination under his artlessly thrown mantle of modesty. To old newspaper men the book is a treasure and to the younger ones it is an inspiration. There are schools of journalism and schools to teach the science of advertising, but beginners will find the real thing in "Forty Years an Advertising Agent."—*Bloomington, Ill., Daily Bulletin, February 5, 1906.*

This volume is a comprehensive history of the life work of George P. Rowell, who for almost half a century has been closely in touch with newspapers and advertising. In October, 1905, he was giving a banquet at the Waldorf-Astoria, New York, and among the pleasant things said of the honor guest was one by Louis Wiley of the *New York Times*, who referred to Mr. Rowell as follows: "Among the men who have instilled in the minds of the merchants and manufacturers of America the knowledge of the value of advertising, and have educated them in the way to advertise, the name of George Presbury Rowell leads all the rest."—*Pittsburg, Pa., Dispatch, February 5, 1906.*

One of the most charming and instructive books of the last decade. The author, George P. Rowell, has been a most conspicuous figure in American advertising, and perhaps no other person was so well fitted to undertake a work of this kind. The American press and the advertising public in general is indebted to Mr. Rowell for much interesting, important and delightful information.—*Mansfield, Ohio, News, February 3, 1906.*

The book certainly makes very interesting reading. It is well written, and coming from such a genius in the advertising world as Mr. Rowell, will prove invaluable to all those interested in the art, and it is an art, of advertising. The stories, if they can be termed such, extend over the period 1865-1905.—*Providence, R. I., News, February 1, 1906.*

George P. Rowell, who may be regarded as the dean of the newspaper advertising profession, has written a book recording his experiences and observations. As Mr. Rowell was practically the pioneer in the business, the book is to all intents a history of American advertising, as well as a volume of personal recollections.—*New York Tribune, January 29, 1906.*

At the time of his retirement, in August, 1905, Geo. P. Rowell, the founder of the advertising agency of Geo. P. Rowell & Co., of Rowell's American Newspaper Directory, and *PRINTERS' INK*, began to publish in the last named periodical the sifted impressions of "Forty Years an Advertising Agent." Naturally these papers by the best known advertising agent in this country were carefully followed by men having connections with the advertising business, and soon the interest of a much larger audience was obtained by expansion to include many interesting bits of business and newspaper history in New England and New York; later chapters covered a much wider field. Now the papers, 52 all told, are collected in a book which valuably reviews newspaper and advertising history in America. The anecdotes with which Mr. Rowell spices his pages make exceedingly entertaining reading. He can identify a good story and pass it on without impairment.—*Boston, Mass., Advertiser, January 28, 1906.*

He deals with the proposition of advertising in all its phases, the advertising solicitor, agency work, and as an advertiser. In these fields he presents the first and most complete history of the art of advertising in America. The book contains fifty-two chapters. Each chapter is devoted to a certain period of the field as Mr. Rowell has seen it. Beginning in the early spring of 1865, when he organized the advertising agency of George P. Rowell & Co., until his retirement last August, he points out the growth of the "art of making business" in a very interesting way.—*Washington, D. C., Times, January 30, 1906.*

As the newspaper and advertising world knows, Mr. Rowell is a veteran. He founded in 1869 Rowell's American Newspaper Directory, which was the first serious effort ever made to ascertain and make known the circulations of newspapers that compete for advertising patronage. In 1888 he founded *PRINTERS' INK*, the first magazine ever established for the serious discussion of advertising as a business force. While these reminiscences are naturally of special interest to those interested in newspapers and advertising, the general reader will find in them much to attract him.—*Chicago Inter Ocean, January 27, 1906.*

It is frequently amusing and always interesting.—*Baltimore, Md., News, January 27, 1906.*

The book is full of the most interesting reminiscences which indicate the marvelous development of the business of advertising. In fact, it might almost be called a history of the development of advertising.—*Chicago Daily News*, January 31, 1906.

The articles by Mr. George P. Rowell, published last year in *PRINTERS' INK*, recounting some of his experiences during his "forty years" career as an advertising agent, and which created so wide an interest among newspaper and advertising men all over the country, have just been published in book form. They received the strongest commendations from the newspapers while they were running in *PRINTERS' INK*, and justly merited all the praise that was bestowed on them. They are entertainingly written and in a delightfully original style. They will be found of greater interest to some young men than the life story of many of our successful politicians and statesmen.—*Bangor, Me., Commercial*, February 1, 1906.

The papers are more interesting to newspaper men, and especially to old newspaper men, than to others, but they can be considered with some profit by any business man who is interested in advertising; and any business man who is not interested in advertising is not likely to be much of a business man anyway.—*Poughkeepsie, N. Y., Eagle*, February 3, 1906.

A name more familiar to the public than that of any other advertising specialist is George P. Rowell. The business of publicity seems to be of such modern development that it is surprising to learn that Mr. Rowell has been engaged in it for only a decade less than half a century. His recollections have been embodied in a volume entitled "Forty Years an Advertising Agent" and most interesting reading they make. Partly autobiographical, partly historical and interspersed throughout with amusing anecdotes, the book tells better than anything published the beginning and expansion through the years of the advertising business. So well told are the facts that even the average layman may well become absorbed in perusing them.—*St. Louis, Post-Dispatch*, February 3, 1906.

A genuinely entertaining book—and one not a little informing in commercial history and the ways of men.—*New York World*, January 27, 1906.

There is no one who is anything at all in the newspaper sphere but knows of Mr. Rowell and his life's work. Not only is his career, with its eminently successful results, interesting to the advertising man, but all divisions of a newspaper, from the counting room to the editor-in-chief, can gain experienced information from it which is very valuable.—*Chicago, Ill., Drovers' Journal*, February 2, 1906.

It is the crystallization of a very valuable experience.—*New York, Journal of Commerce*, February 5, 1906.

It's an unique book in many ways and one that both young and old will enjoy.—*Chester, Pa., Times*, February 5, 1906.

Mr. Rowell has been the pioneer in several of the most important developments of modern advertising, and the story of his life is to a large extent the story of the amazing change that has revolutionized both the journalism and the mercantile methods of the whole country. His volume is not only full of good anecdotes and piquant interest for the advertising guild, but is also one of lasting value to the coming historian of American journalism. The advertising agency that bears Mr. Rowell's name was founded by him in Boston in 1865, and after forty successful years he retired from its head last year. In 1869 he founded "Rowell's American Newspaper Directory," the first serious effort ever made to ascertain and make known the circulations of newspapers for the information of advertisers. In 1888 he founded *PRINTERS' INK*, the first periodical to be devoted to a scientific study of advertising as a business force. Thus he was a pioneer along three distinct paths that have since developed into highways and helped to change the advertising wilderness into a well-ordered and prosperous realm. Mr. Rowell confesses to having taken more interest in his "Newspaper Directory" than in any of his other enterprises—apparently for the same reason that a mother clings most closely to the child that gives her the most trouble. He believes the book has cost him many friends and made many enemies because of its policy of rating the circulation of papers honestly and without fear or favor. "The book has been issued for thirty-six years," he says, "and although hundreds of libel suits have been threatened, never has one made so much progress as to make it necessary to go to court, or even to put in an answer to a complaint." Mr. Rowell's critical comments on individual newspapers and periodicals, living and dead, are pithy and "regardless." These, with his stories about editors and publishers, are almost numerous enough to admit the volume into the niche that still awaits the unwritten history of American journalism. It is written with spirit and zest, is alive with the virile force of the author, and is sure of a place in the well-thumbed library of every man who has anything to do with advertising.—*Chicago, Ill., Record-Herald*, January 31, 1906.

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